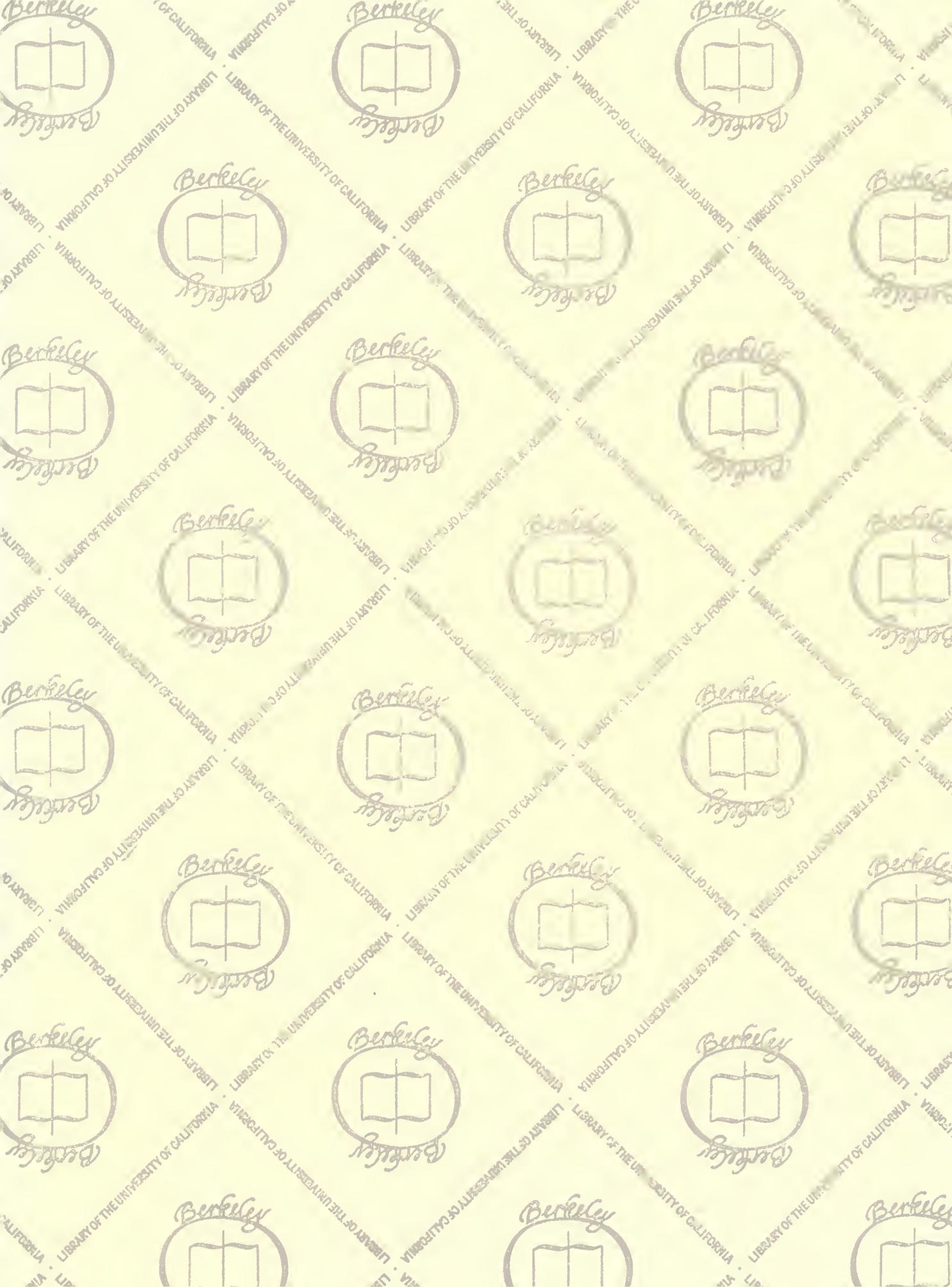


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Regional Oral History Office  
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California Jewish Community Series

Marcel Hirsch

THE RESPONSIBILITIES AND REWARDS OF INVOLVEMENT

With Introductions by  
Geoffrey Fisher  
Sylvia L. Stone  
Louis Weintraub

An Interview Conducted by  
Eleanor K. Glaser and Louis Weintraub  
in 1979, 1980

Copy No. 1

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MARCEL HIRSCH

ca. 1965



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## ACKNOWLEDGEMENTS

This oral history memoir was made possible by the generosity and participation of a small group of Marcel Hirsch's friends and family. Initiated by John H. Steinhart, he and Daniel E. Stone gathered funds. Mr. Stone served as advisor to the project, collected papers and pictures, and continued to oversee the project after the death of Marcel Hirsch. Louis Weintraub took over Mr. Hirsch's task of reviewing the transcripts after his death and participated in an interview about Mr. Hirsch to fill in material that Mr. Hirsch did not get to. Bert Rubinowitz, Geoffrey Fisher, and Sylvia Stone also added information about Mr. Hirsch.

The Regional Oral History Office wishes to thank the following people for their generous donations:

Susan Hirsch Euphrat  
Mary Ann Hirsch Klapper  
John H. Steinhart  
Daniel E. Stone



## PREFACE

The Northern California Jewish Community Series is a collection of oral history interviews with persons who have contributed significantly to Jewish life and to the wider secular community. Sponsored by the Western Jewish History Center of the Judah L. Magnes Memorial Museum, the interviews have been produced by the Regional Oral History Office of The Bancroft Library. Moses Rischin, professor of history at California State University at San Francisco, is advisor to the series, assisted by the Center's Advisory Committee, Norman Coliver, chairman, Harold M. Edelstein, Seymour Fromer, James M. Gerstley, Douglas E. Goldman, Professor James D. Hart, Louis E. Heilbron, Philip E. Lilienthal, Mrs. Leon Mandelson, Robert E. Sinton, Frank H. Sloss, Daniel E. Stone, and Mrs. Matt Wahrhaftig. The series was inaugurated in 1967.

In the oral history process, the interviewer works closely with the memoirist in preliminary research and in setting up topics for discussion. The interviews are informal conversations which are tape recorded, transcribed, edited by the interviewer for continuity and clarity, checked and approved by the interviewee, and then final-typed. The resulting manuscripts, indexed and bound, are deposited in the Jesse E. Colman Memorial Library of the Western Jewish History Center, The Bancroft Library, and the University Library at the University of California at Los Angeles. By special arrangement copies may be deposited in other manuscript repositories holding relevant collections. Related information may be found in earlier interviews with Lawrence Arnstein, Amy Steinhart Braden, Adrien J. Falk, Alice Gerstle Levi-son, Jennie Matyas, Walter Clay Lowdermilk, and Mrs. Simon J. Lubin. Untranscribed tapes of interviews with descendants of pioneer California Jews conducted by Professor Robert E. Levinson are on deposit at The Bancroft Library and the Western Jewish History Center.

The Regional Oral History Office was established to tape record autobiographical interviews with persons prominent in recent California history. The Office is under the administrative supervision of Professor James D. Hart, the director of The Bancroft Library.

Willa K. Baum  
Department Head  
Regional Oral History Office

S-December 1978  
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## CALIFORNIA JEWISH COMMUNITY INTERVIEW SERIES

Rinder, Rose (Mrs. Reuben R.), Music, Prayer, and Religious Leadership: Temple Emanu-El, 1913-1969. 1971

Koshland, Lucile Heming (Mrs. Daniel E., Sr.), Citizen Participation in Government. 1970.

Koshland, Daniel E., Sr., The Principle of Sharing. 1971.

Hilborn, Walter S., Reflections on Legal Practice and Jewish Community Leadership: New York and Los Angeles, 1907-1973. 1974.

Magnin, Rabbi Edgar F., Leader and Personality. 1975.

Fleishhacker, Mortimer, and Janet Choynski (Mrs. Mortimer), Family, Business, and the San Francisco Community. 1975.

Haas, Walter A., Sr. Civic, Philanthropic, and Business Leadership. 1975.

Haas, Elise Stern (Mrs. Walter, Sr.), The Appreciation of Quality. 1975. In process.

Salz, Helen Arnstein (Mrs. Ansley), Sketches of An Improbable Ninety Years. 1975.

Sinton, Edgar, Jewish and Community Service in San Francisco, A Family Tradition. 1978.

Kuhn, Marshall H., Marshall H. Kuhn: Catalyst and Teacher; San Francisco Jewish and Community Leader, 1934-1978. 1978.

Hirsch, Marcel, The Responsibilities and Rewards of Involvement. 1981.

Related information may be found in other Regional Oral History Office interviews: Lawrence Arnstein, Amy Steinhart Braden, Adrien J. Falk, Alice Gerstle Levison (Mrs. J.B.), Jennie Matyas, Walter Clay Lowdermilk, Mrs. Simon J. Lubin, Harold L. Zellerbach; Bay Area Foundation History series; The Petaluma Jewish Community series (interviews conducted by Kenneth Kann); California Women Political Leaders series--Ann Eliaser, Elinor Raas Heller, Carmen Warschaw, Rosalind Wyman; Dr. Rubin Lewis, (chest surgeon); James D. Hart (fine printing); Maynard Jocelyn (wine technology); Ruth Hart (volunteer leader). Untranscribed tapes of interviews with descendants of pioneer California Jews conducted by Professor Robert E. Levinson are on deposit in The Bancroft Library and the Western Jewish History Center.



## INTRODUCTION by Louis Weintraub

I first met Marcel Hirsch in May 1948 when I was employed by the Council of Jewish Federations and Welfare Funds as its Western States Regional Director. Marcel had just been elected president of the Western States Region; I had been hired in New York without having previously met any of the Western States leadership; I was to meet Marcel and the other leaders for the first time when I arrived in San Francisco to take on my new assignment.

Marcel remained as president for two years and I worked with him intimately. He remained interested in the Region for the remaining six years I stayed on as regional director.

In 1956, I was employed by the Jewish Welfare Federation of San Francisco, Marin County and the Peninsula--first as assistant director, then associate director, executive director and, finally, executive vice-president. I terminated active employment in 1975 but remained on as consultant until early 1979 when I formally retired. During this period, I continued to see Marcel, sometimes frequently and other times infrequently, both in his oftentimes capacities as Federation committee member, and as a friend.

Marcel was not cast in the traditional leadership mold. He was not commanding in appearance nor dynamic in vocal presentation. He was not capable of dominating a meeting nor of giving it creative direction. His leadership status was achieved through courage and sheer tenacity. He accepted assignments willingly, and always carried through. Thus, there was a dependability which earned him the reputation of a "good soldier." He had conviction and dogged determination. I remember an incident when he was Western States president of the Council of Jewish Federations and Welfare Funds. Convinced that the territory was too large for one professional to serve and that I needed an assistant, he single-handedly took the floor at the annual meeting (General Assembly) of the Council of Jewish Federations and unabashedly sought to convince 1500 delegates that our Region needed help. That he did not succeed took nothing away from his effort. He was David taking on Goliath, and this is the picture I carry of him to this very day.

He acted with dignity and strength even when faced with unpopular choices. In fighting the formation of a union of professional workers employed by the Jewish Family Service Agency, he was forced to work against almost impossible odds including the absence of cooperation by the then executive director of the agency. He persisted coolly and deliberately, made very few friends, won his battle. There were no scars, and even to this day, despite occasional forays by professional staff in the direction of unionization, the majority of staff continues to reject becoming unionized.

Marcel was a tireless worker. When chairman of the Jewish Welfare Fund Campaign, he gave the effort almost full time. His presidency of the Concordia Club carried with it the same tireless application to resolving the club's problems.



His leadership pattern seemed to reach its peak in 1955-1956. Prior to this, he moved steadily up the line at the Federation of Jewish Charities, reaching the presidency in the year mentioned in his oral history. He was chairman of the Jewish National Welfare Fund campaign at least twice. He was president of the Western States Region of the Council of Jewish Federations and Welfare Funds, a position reached by very few San Franciscans.

With the creation of the Jewish Welfare Federation of San Francisco, Marin County and the Peninsula, as a result of the merger of the Federation of Jewish Charities and the Jewish National Welfare Fund, his leadership luster seemed to fade somewhat. He never achieved membership on the Jewish Welfare Federation Board of Directors, although he was often a participant in the social planning and budget committee processes. He was president of the Jewish Community Bulletin, but this was not considered a major agency within the Jewish community. He grew increasingly interested and active in the local chapter of the American Jewish Committee, serving increasingly and tirelessly as their membership chairman. He was, I would say, among top leadership but not actually of top leadership. This I attribute primarily to the changing nature of the Jewish community, the changing nature of its programs, and the changing nature of the leadership. The faces which began to appear were younger; their appearances were flashier; their interests in Israel, and later, in Jewish education were stronger; their demeanors were anti-traditional. Marcel had had his days, and there was now a time for bowing out.

Although we were not as close in his later years as we were earlier, I shall miss him. He possessed a sense of loyalty I have found to be rare in my experience with the area's Jewish leadership. If he believed in you and in what you were trying to achieve, you could not find a sturdier supporter.

As he notes in his oral history, he felt a sense of inadequacy when compared with leaders the like of Lloyd W. Dinkelpiel, Walter A. Haas, Jesse H. Steinhart, etc. True, he did not possess their "flash" or, in some instances, their "silver tongues." What he did possess was a capacity for friendship, loyalty, dedication, devotion and "attention to duty" which should serve as a banner to all of us as we look for models of leaders who do their jobs willingly and well.

Louis Weintraub  
Executive Vice-President, retired  
Jewish Welfare Federation of San Francisco  
Marin County and the Peninsula

July, 1980  
San Mateo, California



## INTRODUCTION by Geoffrey Fisher

Marcel Hirsch was one of the major pillars in the development of the San Francisco Jewish Bulletin from the moment it was purchased from San Francisco attorney Sol Silverman in 1946. Under Mr. Silverman's ownership the publication was an independent newspaper called the Emanu-El. Mr. Hirsch was a member of the board of directors that assumed the task of converting the newspaper into a community-owned, non-profit weekly paper. On January 4, 1946, the first edition of the transformed newspaper was published under the new name of Jewish Community Bulletin and Emanu-El. He served on the board of directors from 1946 until 1976 and was president for the fifteen years from 1961 through 1976.

As a leader of the Jewish Community Bulletin and Emanu-El for thirty years, Mr. Hirsch demonstrated the finest attributes of leadership. My personal relationship with him commences in September, 1969 when I was hired as managing editor of the publication which was then to be known as the San Francisco Jewish Bulletin. As the newspaper's president he demonstrated a fierce, but fair, determination to keep the publication independent from any attempts to exert external influence by individuals or organizations.

His leadership role was of special importance in the period of the newspaper's history, commencing with the autumn of 1969 because that was the time when the paper underwent a transition in format and content that included some drastic changes aimed at transforming it into a more complete product with which to serve the Jewish community of the Bay Area. His full support of the editor, his counsel and his constant availability to participate in dealing with the many problems that arise were instrumental in the steady progress the newspaper made.

My first meeting with Mr. Hirsch took place under somewhat unconventional circumstances. It was in the terminal of Lambert Airfield in St. Louis, Missouri in April, 1969. I had earlier received a letter from him inquiring as to whether I would be interested in considering the position of editor of the San Francisco Jewish community newspaper.

Marcel and his wife, Ruth, were going to be flying back to San Francisco from a New York visit and he suggested that they would be able to stop in St. Louis for a brief meeting at the airport.

His note to me, in which he set the time for the "blind date" at the St. Louis airport, was as follows:

"Dear Mr. Fisher - We'll be on flight #171 TWA due at St. Louis Lambert Field at 1:11 pm Thursday (April, 1969). My wife and I will shorter than any other passengers, so you'll know us."



To this day I am unable to testify to the accuracy of the information that Marcel and Ruth were "shorter than any other passengers."

But one thing that I do know for certain, and will testify to, is that regardless of his physical stature, Marcel Hirsch was nothing less than a giant in leadership and integrity.

Geoffrey Fisher  
Editor  
San Francisco Jewish Bulletin

July, 1980  
San Francisco, California



## INTRODUCTION by Sylvia L. Stone

Marcel Hirsch was the embodiment of the virtues of old San Francisco. He believed in the rights and duties of the individual, but he also believed the individual owed a debt to his community and to his family.

I knew Marcel for over sixty years. His father died when he was very young. He left school and took over the support of his mother and sister. He did this without self pity and with a determination to give his dear ones the very best life he could.

He believed that hard work, intelligence and ambition would pay off and it did. He loved the things he believed in with passion.

He had many friends and those he loved could do no wrong. His friends formed a fraternity and he participated in the activities of the group--whether sports or dances--with ardor and imagination. Sigma Kappa Phi was a part of his life. Later the Concordia Club became his great interest. He was president from 1937 to 1948 and did much to establish a standard of excellence in its cuisine, membership and program.

I remember his inviting me to theatre when I was in New York in 1924 on a trip that was a graduation present for me when I got my degree at the University of California in 1923. We sat in the balcony at "Seventh Heaven" and loved the play. I can't imagine Marcel in his later years sitting in the balcony!

He became associated with Patek and Company when he married and devoted all his energy to the development of the company. He became known as a tough, efficient executive and the company prospered and grew under his direction.

As the company grew and became profitable, Marcel was in a position that he could devote time to the causes in which he believed.

He gave to the local Welfare Federation and influenced so many others to give, that in 1945 he became one of the most successful campaign chairmen in the history of the Federation. In later years, he used to laugh at the size of the staff of the Federation and talk about what he used to do with Annette Saber, the one woman office.

He believed in the principles that motivated the American Jewish Committee. He believed that noisy demonstrations did not accomplish as much as quiet talks with the heads of groups, countries and organizations. His work as membership chairman of the San Francisco chapter of the American Jewish Committee led him to the attention of the national powers and as a result he was made a national vice-chairman of the membership commission of A.J.C., a post he held for many years.



In his personal and social life, he rapidly expanded his interest in food and drink. He was recognized as a connoisseur and was elected to the French Club, a group of men who prided themselves on the food and wine served at their organization. He was also an ardent member of the Food and Wine Society. He loved entertaining and after he married Ruth Delman in 1957 they loved having their friends to dinner and giving of the best that could be purchased in the market. He enjoyed entertaining at the French Club where good food and fine wines made gastronomical history.

Marcel was stubborn in his beliefs. He hated things and people that were false and tawdry. His belief in the good and the true will always be an inspiration to those who knew him.

Sylvia Stone

August 1979  
San Francisco, California



## INTERVIEW HISTORY

Marcel Hirsch was invited to become a memoirist in the Judah Magnes Museum's California Jewish Community Series in the summer of 1979 and meetings with him began with a preliminary conference in September. Subsequent taping sessions, five in all, were held either in his small Geary Street office or in his lovely Nob Hill apartment.

During one interview, Mr. Hirsch casually mentioned that from time to time it was necessary for him to go to the hospital for blood transfusions, conveying the impression that this was almost routine, "no big deal." However, his health deteriorated and in December he was hospitalized for a period of time. Mrs. Hirsch, whose health is poor, was in the hospital at the same time. [Mrs. Hirsch died December 18, 1980]

With characteristic determination, Mr. Hirsch decided to resume our interview sessions in February 1980 while still convalescing at home. It was his suggestion that Louis Weintraub assist in this task by taking part in the remaining interviews. He also asked Mr. Weintraub to review the manuscript if he should not be able to. Louis Weintraub is a professional in the field of community organizations and was executive director of the Western States Region of the Council of Jewish Federations and Welfare Funds when Marcel Hirsch was president of the region. Another area of contact was the Jewish Welfare Federation, one of Mr. Hirsch's community concerns, in which Mr. Weintraub held executive posts.

The last two interviews were possible only through Lou Weintraub's collaboration and Mr. Hirsch's tenacity. He was then under full-time nursing care and was very weak. His voice was husky and barely audible. Were it not for a lavalier microphone pinned to his pajama top, it is unlikely that his words could have been transcribed.

Poor health is undoubtedly the reason for Mr. Hirsch not mentioning his involvement in the St. Vincent de Paul Society, Columbia Boys Club, and the University of San Francisco. Also, his last illness and reduced strength is probably the cause for cursory mention of activities to which Marcel Hirsch gave years and years of devoted attention, especially the American Jewish Committee, the Concordia-Argonaut Club, and the San Francisco Jewish Bulletin.

In retrospect, Mr. Hirsch was probably in poorer health than anyone realized at the start of this project. However, he was determined not to give in but to finish what he had started. In learning about Mr. Hirsch's business and organizational activities, it became evident that his entire adult life had been shaped by an intense sense of responsibility and propriety and a drive for achievement. Whatever Mr. Hirsch undertook would be done to the very best of his ability, with perfection being his goal.



A number of persons were interviewed for background information regarding Mr. Hirsch. Among those with whom I spoke were Sylvia L. Stone, Susan Hirsch Euphrat, Sanford Treguboff, Sam Ladar, Geoffrey Fisher, Edgar Sinton, John Steinhart, Bert Rabinowitz, and Daniel E. Stone. The latter two spoke at length and with such detail that it was decided to include their interviews as the final two chapters in this volume.

Those who had worked with Mr. Hirsch in his community endeavors used such phrases as:

"Whatever he did got almost his entire devotion."

"He was a tireless worker and an able administrator."

"He was liked and could get people to work with him. Although short-tempered, he could and did work as a partner with the professional staff [of community organizations]."

"He was an honorable man, hardworking and dignified."

"If not for Marcel Hirsch, the Bulletin would not be as good as it is today. Like everything he did, he gave it much time and energy."

"He was a very hard worker, sincere and dedicated. Whatever he did, he did well."

I also talked to Mr. Weintraub by telephone before the two sessions in which he participated. As designated by Mr. Hirsch, Lou Weintraub reviewed the transcribed, edited manuscript and added much information by enlarging on statements made by himself and Mr. Hirsch concerning community work.

Dan Stone, a step-nephew of Mr. Hirsch, has been invaluable in bringing this memoir to fruition. Acting as a family member he obtained pictures and documents and contacted distant relatives who might possibly add information or material. Mr. Hirsch's two daughters, Mary Ann Klapper and Susan Euphrat, were also helpful in providing family snapshots.

Mr. Hirsch's death on March 1, 1980 cut short this oral history. However, with the help of Dan Stone and the cooperation of Lou Weintraub this volume is a full portrait of a man of pride and determination who had said during one taping, "I felt that the world had been pretty good to me and I'd better do something in return."

Eleanor K. Glaser  
Interviewer-Editor

December 1980  
Regional Oral History Office  
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## I FAMILY AND CHILDHOOD

[Interview I: 19 September 1979]##

Parents' Background

Glaser: Were your parents born in this country?

Hirsch: My mother was born in Lincoln, California and my father was born in Powhatan, Arkansas.

Glaser: Tell me about your grandparents.

Hirsch: I never knew any of my grandparents. They'd all passed away before I was born.

Glaser: Where were they born and when did they come to the United States?

Hirsch: My mother's parents were born in California and my father's parents were born in Philadelphia. The Hirsch family seemed to center in St. Louis, where they became well-known, and I never did understand how or why my father's parents went to Arkansas.

Glaser: Who was the first Hirsch to come to the United States? Would that be your father's grandfather? And when did he come?

Hirsch: I would say that my father's father came to the United States from Alsace. My mother's mother was born in Philadelphia and her father, Mark Lavenson, came from Germany.

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##This symbol indicates that a tape or a segment of a tape has begun or ended. For a guide to the tapes see page 126.



Glaser: Do you have any dates when they emigrated?

Hirsch: No.

Glaser: What did the family do in Arkansas? Were they merchants there?

Hirsch: They were merchants in Arkansas and, as I understand it, it was not an easy life. My father came out here because his sisters lived here. One sister lived in San Francisco and the other sister, Mrs. Cerf, lived in San Luis Obispo. As a matter of fact, a number of prominent families like the Sinsheimers, whose name is now Sinton, lived in San Luis Obispo. My uncle, Ernest Cerf, and his brother attempted to raise sheep and were unsuccessful, and that is the reason they came here to San Francisco.

The Sinsheimers, on the other hand, had a general merchandise store and the head of the family was mayor of San Luis Obispo. And bear in mind, San Luis Obispo in those days was a very small community. After that, my family settled in San Francisco.

Glaser: What did your father do when he came to San Francisco? How did he earn a living?

Hirsch: Well, my father was rather venturesome. He believed what people told him. I guess the best way I can describe his activities would be to call him a broker; he made deals between people. His weakness was in neglecting to collect his commissions, so that we were not prosperous.

Birth in San Francisco, August 10, 1895

Glaser: Where were you living in your early days?

Hirsch: I was born on Sutter Street near Scott on August 10, 1895.

Glaser: Did your father have a downtown office?

Hirsch: He always had an office downtown in the Chronicle building. He knew many, many people and was accepted by people very handily.

Glaser: How did he and your mother meet?

Hirsch: [gestures to indicate he doesn't know]

Glaser: I've never heard of the town that your mother came from.

Hirsch: Lincoln.



State of California  
City and County of San Francisco

This Certifies, That I Myer S. Levy  
a Clergyman and of the City and County of San Francisco

United in Marriage

in the City and County of San Francisco, on the Fifteenth  
day of November A. D. 1894

Cassam Utisch

AND

Blanche Larenas

Residence San Francisco

Age 39

Color White

Single or Widowed

Residence San Francisco

Age 22

Color White

Single or Widowed

As authorized by the within Instrument, and in accordance with the Laws of the State of California.

WITNESSES

RESIDENCES

Maurice Brandt 2213 Taylor St

John Huntington 1122 Union St Alamo

San Francisco, this 15<sup>th</sup> day of November 1894

Myer S. Levy  
Rabbi



Glaser: And where is that?

Hirsch: It's a few miles north of Sacramento. My friend Jim Harvey always reminds me that my mother is the only person he ever knew who was born in Lincoln, California.

Glaser: What was her family doing there?

Hirsch: I don't know. I can't imagine how they got there.

Glaser: Perhaps they came at the time of the Gold Rush.

Hirsch: Well, they came out here around that time and it could have been the activity in Sacramento and in that area that took them up to Lincoln. Years later, as a matter of fact, at the time of the earthquake and fire, my father was operating a mine that was supposed to have copper and we were visiting the mine in Lincoln when the earthquake occurred here in 1906. But we got out of there, I should add. I felt the earthquake but thought it was blasting in the mine. So, we hurried out of Lincoln and stayed with the Lavenson family in Sacramento until we could return to our home in San Francisco, which was not burned.

Glaser: How long did you have to stay away? When did you return?

Hirsch: We returned one week after the fire. During that time, my father came down from Sacramento; located his family, who had gone to Oakland; found that they were safe; and came back to Sacramento. We all returned home.

Glaser: While your father was managing the mine, did you go up and stay with him for the whole period, or did the family go back and forth?

Hirsch: We happened to be up there supposedly for a two-week vacation.

Glaser: But normally you were here and life went on down here?

Hirsch: Oh, yes. That was merely an episode.

Glaser: Did your father stay at the mine all the time?

Hirsch: Oh, no. He didn't know anything about mining.

Glaser: How could he manage a mine if he didn't know anything about it?

Hirsch: He made mistakes like that.

Glaser: Oh! [laughter]



Hirsch: And I might say that when I later went into business, in many propositions that were offered to me, if they weren't in the line of business that I was connected with, I always remembered my father's errors and never went into them. I'm very critical today of men who, even though they have enough, are unable to resist offers to go into ventures that they know nothing about.

I can remember my good friend Russell Curtis of the Dow Chemical Company, who had plenty of money and a terrible life. He put a lot of money into cattle raising in Arizona and lost a good deal of his fortune. He didn't need that money because he had enough stock and enough income, but he couldn't resist the chance to make money. I can think of a good friend, a financial man, whom I liked very much, and he invested his money in a forest, uninsured. The forest burned down and he lost all of his money. He got sick and died.

So, my advice to younger men who come to me is to find out what they know. I advise them to follow the line that they understand. People come to see me all the time.

Glaser: Then you characterize yourself as being far more conservative than your father.

Hirsch: I'm definitely far more conservative than my father. I have always been willing to wade through times that weren't so good, feeling that if we used our heads and acted properly we would come out all right. And it's always worked that way.

Glaser: You had one sister, is that right?

Hirsch: Yes.

#### School Attendance

Glaser: Which school did you go to?

Hirsch: I went to Emerson Primary School and I went to Lowell High School for two and a half years.

Glaser: What was it like going to grade school at that time? Was it close enough for you to walk to?

Hirsch: Two blocks to elementary school. When I went to Lowell High School, we lived at Van Ness Avenue near Union. I used to pick up Harold Zellerbach and two or three other boys and we'd walk all the way to Lowell High School--quite a walk. But we didn't think anything of it and we walked home.





Marcel Hirsch, 12 years  
Helen Hirsch Stone, 4 years



Marcel, 2 years



Marcel, 5 years



Marcel, 7 years



Glaser: Did you come home for lunch in between morning and afternoon sessions?

Hirsch: No. We took our lunch.

Glaser: I see. What were your favorite subjects when you were in grade school?

Hirsch: Geography and history.

Glaser: Did you enjoy that period of your life?

Hirsch: Very much. I think I enjoyed then the friends that I had more than the studies, as I have always enjoyed friends.

Glaser: Your sister was younger than you?

Hirsch: My sister was eight years younger. She had a very happy marriage to Dan Stone. She contracted tuberculosis when she was about [pauses to think] forty-five. She had to go to Dr. Vorsanger's sanitarium at Belmont, and she was so stubborn that she would not stay there. So, my mother moved into the house and took care of her two children and Dan. She returned, and two or three years later she died.

Glaser: I don't think that you have given me her first name.

Hirsch: Helen. A beautiful girl.

Glaser: Was she the wife of Dan Stone, the man who's the stockbroker?

Hirsch: No, his father, who then married Sylvia after Helen died.

Glaser: So, the younger Dan Stone is a stepnephew of yours?\*

Hirsch: Yes.

Glaser: If Helen was eight years younger, you didn't really participate in the same activities together, did you?

Hirsch: No.

Glaser: What were your hobbies when you were school-age?

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\*Helen Hirsch Stone was Dan Stone's second wife and stepmother to the younger Dan Stone.



Hirsch: Football. I only wanted to play football. I was pretty fair, considering that I was small.

Glaser: It is true that they called you Napoleon?

Hirsch: Well, that was because--[interruption as Mrs. Hirsch enters room; tape off briefly]

Glaser: I'd like to hear about your school days and the feeling of early San Francisco as you remember it.

Hirsch: You have to understand that I am remembering how, as a very young boy, I viewed things. I think San Francisco many years ago was a far better city than it is today, because it had leadership that it does not have today.

The Panama-Pacific International Exposition was held in 1915 and I was then twenty. I was lucky enough to have a season pass and we went there almost every day or night. That came about because a group of influential San Francisco men with money conceived this, filled in the Marina, and produced what I choose to think is the finest exposition ever held.

That cannot happen today because, as the late George Moscone (who never should have been mayor) told me, "There are twenty-six neighborhoods in this city and each neighborhood has to be represented in every phase of the government and what the city does." He did not express at the same time, though he might have, that every ethnic group should have its representatives. And this political devastation of the so-called mobility and freedom of, to use a phrase, the upper classes has almost ruined our city.

Therefore, when I was young, I looked up to men who were big, who were successful, who were good citizens. And I still do. When I was young, I thought that the men elected to public office were good men who deserved respect, and most of them were good men and deserved respect. Not like today where we have men going into government to see what they can get out of government for themselves, forgetting that they're there to do a duty.

In my early school days, I participated in many of the school activities and after school I played with classmates. First I attended Emerson Primary School, then Hamilton Grammar School, and from there I went to Lowell High School, where I had a good time. I was not a very good student.

Glaser: You were not?

Hirsch: No. I was more interested in football and though I didn't make the big team, I played with them. I made many friends there.



Glaser: Were all three of these schools coeducational?

Death of Father, 1911

Hirsch: Yes. At sixteen, my father suddenly died and I was called home and I never returned to school. It was necessary for me to go to work and I went to work for a wholesale grocery firm. We worked ten hours a day and half a day on Saturday and I earned twenty-five dollars a month. I don't think that the experience ever hurt me and I believe the tendency to lighten work too much is not good for the people who are today employed.

Glaser: What did your father die from?

Hirsch: Heart--he dropped dead from a heart attack.

Glaser: He must have been a young man.

Hirsch: Fifty-five.

Glaser: Was your mother completely unprepared to earn a living?

Hirsch: That's right.

Glaser: What was your family life like before your father died?

Hirsch: Our family life before my father died, while we were all together, was unlike family life today. We had a good-sized flat on Sutter Street, where I was born, and my mother's sister and her two brothers lived with us. Today a multiple family like that would be unthinkable and it should have never occurred in those days. But that's how families lived.

Glaser: Were they with you because they were unmarried?

Hirsch: Yes.

Glaser: Did they eventually marry?

Hirsch: The father of this boy\* did and my aunt did. She lived a short time; she died. My Uncle George never married. But that was a hell of a way to live, you know.

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\*Prior to this interview, Mr. Hirsch had been visited by a nephew.





Marcel Hirsch, age nine,  
with father, Cassem Hirsch



Cassem Hirsch  
ca. 1910



Hirsch and Cerf families, 1900, in the backyard  
of Cerf residence, 1718 Post St., San Francisco



Glaser: Not much privacy for the family.

Hirsch: Well, that was the way people lived in those days. Families lived together; they didn't live apart the way they do now.

Glaser: You mentioned that your father was not too successful as a businessman. Did you have help in the house even though there wasn't a lot of money?

Hirsch: We had an Irish girl named Katie Flaherty, who used to pull me around the block in a Studebaker wagon. On account of the color in my cheeks she called me "Roses." And after she married the janitor, we had a French woman who made a similarly bad marriage. We kept up with those two women until each one died. [tape off briefly]

Glaser: What did you do for recreation other than football?

Hirsch: We used to go to George Hotaling's. The Hotaling family was a prominent family and we used to go to George's house on Franklin between Clay and Washington. There was Dick McLaren, Harold Black, George Hotaling, and I, and we used to kick the football in the street. There weren't many automobiles, but we caused them a lot of trouble. And we were all good friends. I had friends who had boats and we'd go fishing on the bay.

#### Early San Francisco##

Hirsch: We remained at our home on Sutter Street until 1908. Fillmore Street became alive, and I can remember that they then invented milkshakes and sold them from counters on the street.

I can remember when Sherman Clay were located in a house at the corner of Clay and Steiner. The Emporium established itself at Van Ness and Post, on the southwest corner, in the Hecht home. Van Ness Avenue was a street that housed the better merchants from downtown until they could rebuild after the earthquake and move downtown.

I can remember when Abe Ruef was being tried for bribery and for his participation in giving licenses to French restaurants where they used the second and third floor for immoral purposes.

Glaser: Did you attend any of the trial sessions?

Hirsch: I attended some of the trial sessions, which were held in Temple Sherith Israel because we had no city hall. And the Whitcomb Hotel (the present San Francisco Hotel) was the original temporary city



Hirsch: hall built after the fire. Eugene Schmitz, a violinist, had been selected by Abe Ruef to be the mayor, and while he participated in everything that Ruef was tried for, I think he got off fairly easy. But Ruef spent time in San Quentin. He owned an enormous house on Pierce Street between Vallejo and Green, with ceilings about eighteen feet high, and that house is supported on four sides by spars from ships. I did not see it in those days, but later on Harry Young, who was my attorney's partner and a strong political figure, bought the house and lived in it. I had the pleasure of seeing the sort of house that will never be built again.

Glaser: Did you and your family participate in Jewish observances when you were a youngster?

Hirsch: Oh, remember I told you that we had no religion in our home. I was never brought up religiously. I never went to Sunday school. I never read the Bible. I am today not a religious Jew, but I do believe in my heritage, I believe in Jewish life and Jewish customs and Jewish rights. I have fought for them and will continue to do so. And when we get to it, I will tell you how I came to this type of thinking.

Glaser: When you were in high school, did boys and girls date?

Hirsch: Not the way they do now.

Glaser: Were there dances at the school?

Hirsch: We had parties.

Glaser: Were the parties at school or at homes?

Hirsch: At homes.

Glaser: But there was not social life as part of the school?

Hirsch: Not as part of the school. No organized--

Glaser: Of course, you left school before--

Hirsch: I was there two and a half years.

Glaser: Yes. But before you really could be part of any social life in the school.

Hirsch: They never had it.

Glaser: And did the same subjects continue to be your favorite ones, history and geography? You said that they were your favorites when you were in grade school.



Hirsch: I would say that I became more interested in what made the world go around and became interested in political developments and social developments and, far behind that, in economics.

Glaser: While you were in high school?

Hirsch: No. After. When I learned how to think.

Glaser: How old were you when you learned how to think?

Hirsch: I believe I learned how to think when I was about twenty-two or twenty-three.

#### Employment with Alexander and Lavenson

Glaser: In between the ages of sixteen and twenty-two, after your father's death, it was a matter of gaining practical experience?

Hirsch: I worked. I did whatever I had to do. I made what money I could make. I worked hard, and I improved.

Glaser: What could you do when you were that young without any skills?

Hirsch: Well, without any skills, you could work as a warehouseman. My uncle was a partner in an electrical supply company and electric bulbs were somewhat new then. He gave me a course on electric bulbs and I spent my noon hours and after work selling electric bulbs to stores. I sold so many electric bulbs that they thought I would be a good salesman and they offered me a position as a salesman and I accepted.

They were a small company and I took them into uses of electrical supplies that they never thought of, never could have gotten into. Part of those years I spent--and I look back very happily--traveling the Sacramento Valley. I worked hard and I did well.

Then I began to wonder, "Well, what will I do?" This firm was not going to be successful enough to satisfy me because neither my uncle nor his partner were that smart.

Glaser: What was the name of the firm?

Hirsch: Alexander and Lavenson. I worked for them for eight or nine years. I would say that I learned that I could approach people and that I could take rebuffs without getting angry. That prepared me for the work that I was later to do in collecting money for various causes.

Glaser: How did you get about? Evidently you had quite a wide territory.



Hirsch: Well, how I got about--that's very interesting. When I started, I used jitneys and trains. And when you had to make a trip from here to Redding and return, on both sides of the Sacramento Valley, you had to work day and night to do it, to catch the limited transportation facilities that were available. Then, in about 1917, they bought me a Ford automobile.

Glaser: How did you learn to drive?

Hirsch: I was so anxious to get the car that I didn't let them give me driving lessons. The first day that I drove the car I ran into a team of horses and a wagon at Post and Montgomery. But I learned then how to drive.

Glaser: [laughter] All by yourself?

Hirsch: Oh, sure!

Glaser: Weren't you afraid?

Hirsch: Oh, I was never ever afraid of anything.

Glaser: Well, that sounds as if you had a lot of self-confidence.

Hirsch: I came through a pretty hard school and you had to have self-confidence. You had to develop it; either develop it or you wouldn't have it.

Glaser: You had to grow up very fast, in other words.

Hirsch: Yes.

Glaser: Well, you couldn't have supported your family by yourself. I assume that it was the uncles and aunt living with your mother that--

Hirsch: They helped.

Glaser: Did you have any need for charity at that time?

#### Women in the Family

Hirsch: No, no. As a matter of fact, my mother worked for the Fruit and Flower Mission and one day a week she helped mend clothes at the [pauses to think]--before it was Homewood Terrace--Pacific Jewish Orphan Asylum; it was at Hayes and Divisadero. And she worked for the Jewish Home for the Aged.

Glaser: Now, this Fruit and Flower Mission--



Hirsch: That was a sort of predecessor of the Community Chest. And in those days, these women who worked knew every family who came to them and they knew all about every family. "What's Joey doing? How much is he making?" If he was making ten dollars a week, he'd have to give two dollars to his mother. That's how the Community Chest, when it took over, started. They knew everything that every family did who got anything from them.

Glaser: Was the Fruit and Flower Mission a Jewish voluntary organization?

Hirsch: No, no.

Glaser: Was your mother involved with Jewish organizations?

Hirsch: Oh, yes, in the orphan asylum and in the old people's home.

Glaser: Then you did have Jewish identity, even though not a religious identity.

Hirsch: Right.

Glaser: Well, perhaps that's part of your own volunteerism, which you learned at home.

Hirsch: I think so.

Glaser: That's very interesting because as little as she had, your mother saw her role as helping others.

Hirsch: She always was willing to help. No matter how little she had, she always was able to do things for people.

Glaser: Did your sister have to work when she got older?

Hirsch: No. We got her through the university and she married a year or so later.

Glaser: You said "university." Did she go to Berkeley?

Hirsch: Yes.

Glaser: What did she study? Did she become a teacher?

Hirsch: No. Liberal arts.

Glaser: In those days, there were very few opportunities other than teaching for women.

Hirsch: In those days, you know, girls didn't work. I mean, you had the old-fashioned idea that a man should support his wife and that the girls



Hirsch: shouldn't work. That was the way we raised our children. These two girls that I have have plenty of money. One's forty-nine, in Los Angeles. The other one's fifty-two. They never earned a nickel in their lives. Ruth's daughter--

Glaser: Ruth is your second wife?

Hirsch: Yes. I married her two years after my first wife passed away. [She] has a daughter that I care for as much as I do for my own and the three girls love each other. This is a very interesting and a very nice thing. Well, this girl in the East, Sue Otterbourg, is next to the administrator in the school system. Her husband is very successful in public relations.

Glaser: Is this New York City?

Hirsch: Ridgewood, New Jersey, probably the best school system in the country. They lived in Forest Hills and she taught in Flatbush, in Brooklyn, and when they moved to Ridgewood she originated the classes that taught handicapped children. First she had one class and now it's quite large. She went from that to administration and she is now next to the administrator and she's wanted for speeches all over the country.

Her two children are both intelligent. The daughter goes to Georgetown University; she's a junior. She's specializing in languages and just got back from five weeks of living with a family in Spain. She left the other day for a year in France, all under Georgetown. The boy has just entered Bowdoin. Now, both of those children earn money all the time. The boy rakes leaves in the fall. He shovels snow in the winter. He has his regular customers. She works at the school, does different things.

Glaser: Is yours a close family?

Hirsch: Well, I'll tell you, I have never sought people. I was glad to see my nephew come in to see me today. I haven't seen him for a long time. But I said, "I haven't phoned you, Bob, because I didn't hear from you. But now that you've moved, give me your address. I'll phone you. Come in and we'll have lunch." But I have never sought people.

When Fred, my grandson in Sacramento, comes to town, he phones me and says, "Grandpa, take me to lunch."

I always say, "Well, how are you dressed?" so I'll know where to take him. He's usually dressed like a slob.

Glaser: [chuckles] So, where do you take him?



Hirsch: Well, I take him to some place on Geary Street. I can't take him to the French Club or to the Concordia Club because you have to dress. But I like to see him and talk to him.

Glaser: You were talking about how parents raise their children. Were you raised strictly?

Hirsch: I would say not, and my first wife and I did not raise our girls strictly. We didn't believe in it. We believed that if they were good, they'd be good girls. And they were good girls, and I have no complaint about what either of them did.

Susan used to think she should marry a boy because he was a soldier or a sailor, and I would come home, and Grace would say, "She's engaged again. Break it up. I can't do it." And I would have it out with her and in five minutes we'd be good friends again.

But we didn't encourage them to recognize Mother's Day or Father's Day or holidays of that kind. Probably because we felt, and I still do, that they're artificial. If your friends want to see you, they'll see you, or if you get lonesome for them, you'll see them. I don't want this to sound like a flag speech, but I have always believed in people having their freedom, hoping that those that I wanted to be near me would be near me. And I have been very, very lucky, and I'm lucky to this day. I have many, many friends.

Glaser: Obviously friendship is something that's very important to you.

Hirsch: Very important, very important.

Glaser: You're also lucky in that you have friends who have lived as long as you have.

Hirsch: Well, I'm taking a man to lunch on Thursday. He's a retired dentist, Walter Byrne. I telephoned to ex-Mayor Elmer Robinson's office and asked Mrs. Van if the judge, as we now call him, would have lunch with me and Walter. And she telephoned while you were here: "The judge will be there. He says you always get ahead of him."

I have remained friendly with many of these people. Now, he's a year older. He invited me to his birthday party, October 3. But friendship means a great deal to me and I have been fortunate in having good friends, intelligent men of high quality, because I don't have time for others.



Family Background and Relatives

[Interview 2: 8 November 1979]##

Glaser: I'd like to go back and fill in a little bit on your family. We didn't talk about the first names of your mother and father or the relatives who lived with you. What were your parents' names?

Hirsch: Blanche Lavenson Hirsch, and my father's name was Cassem. [spells name]

Glaser: And the names of the relatives who were in your house?

Hirsch: Uncle Jim Lavenson, George Lavenson, and Aunt Carrie Lavenson, my mother's brothers and sister.

Glaser: Were they related to the Lavensons in Oakland who were part of Capwell's Department Store?

Hirsch: Yes, yes. My mother was a first cousin of the Lavensons. Do you know who they were? I can name them. Al Lavenson was the one at Capwell's. He married Amy Dinkelpiel. There were George Lavenson, Sam Lavenson, and Helen Lavenson Kahn, of Kahn Brothers. Helen married Fred Kahn. He was a fine man. Helen was the mother of Rosetta Sampson. You know Dr. Sampson? Helen married Fred Kahn and one of them married a Furth.

Glaser: Lavensons are a very prominent Oakland family.

Hirsch: Yes, it was. It was. I guess the last of them all is Alma Wahrhaftig, the daughter of Al Lavenson; she married an attorney, who's now dead. Well, that's my mother's side of the family.

Glaser: And what was the relation between your mother and Al Lavenson?

Hirsch: They were first cousins.

Glaser: And on your father's side, it was the Cerfs who were the relatives?

Hirsch: Yes.

Glaser: But they were not in your house at all?

Hirsch: No.

Glaser: I wondered if your father ever talked to you about his life in Arkansas, because that was truly a frontier when he was there.



Hirsch: No, he never did. He never did. When he came to California, he joined the Cerf family in San Luis Obispo. You know where that is?

Glaser: Yes.

Hirsch: My Uncle Ernest and his brother were in the sheep-raising business and they lost all their money. Then they came here, which is where you come in with me. Because when my father died when I was sixteen, my life was influenced by the Cerfs, who were wonderful about taking an interest in me.

I thought that some of them were wonderful, and they did, in their own ways, achieve positions. Marcel, after whom I was named, was a fine attorney and was named a superior court judge by Governor Hiram Johnson. The family did not lean toward Judaism and claimed that they were assimilationists, which had its effect on me.

When Marcel ran for re-election, and I should judge that it would have been about 1917, I received a telephone call at about 4:30 in the morning preceding the election. Some Jewish organization attacked him on the basis of being an anti-Semite, and during the night before the election they distributed circulars at the doors of homes in the Jewish district, which was then around McAllister Street. I dressed and somehow or other got over to McAllister Street about five o'clock in the morning and pulled away all the circulars that I could from the doors of each home. But he was defeated anyway and continued the practice of law until he was appointed to the federal bench by President Roosevelt.

One of the brothers became a noted scholar and went to the University of Wisconsin and then to Reed College in Portland, Oregon. Rabbi Alvin Fine thinks he was the finest teacher he ever had.\*

Cedric was the one that I liked. He was captain of the football team at Lowell High School, and later of the team at the University of California in 1909.

I got a good deal of good from what these people gave me. There was another brother, and later he, Bill, and Cedric went into farming on a fairly large scale. There were three sisters.

Glaser: Where did they farm?

Hirsch: They farmed at Knight's Landing and then they leased 3,200 acres near Holt. When I was traveling in business I spent almost every weekend with them.

Later, when I became a member of the Concordia Club, I invited Marcel and Cedric up to have a swim, and I remember the judge saying to me, "Why didn't you join the Olympic Club?" .

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\*According to Rabbi Fine, he studied under Barry Cerf at Reed College from 1933 to 1937.



## CALIFORNIA'S ASSISTANT COACH

### Cedric S. Cerf

It is often the personality of the coaches, as well as their knowledge of men and football, that goes to turn out a winning team, and for this reason California has been fortunate in having on the coaching staff a man who is well beloved by every player, and every student as well. Besides, "Skook" Cerf was captain of the first winning Varsity team in seven years, and his experience during the four succeeding years he spent on the Blue and Gold squad has made him thoroughly familiar with the finer points of the game. Cerf entered college with the Class of 1909 and played on his victorious Freshman team. The following year he made the Varsity, and until his graduation last Christmas he was always one of the strongest factors in the back field or behind the scrum. Along with Schaeffer, Cerf is the best auxiliary coach in the world, and much of the credit for the team as it stands today should be given him. Cerf is a member of the Winged Helmet and Golden Bear Honor Societies.



From UC Berkeley-Stanford  
Big Game Program, 1910



Hirsch: And my immediate answer was, "Because most of my friends are here."

Henry Robinson and Herbert Leland, as very young men, went into that office, and now they have the office, with Marcel's name still on the door. Henry Robinson, whom you will hear about in your discussing personalities around San Francisco, used to argue with the judge, who was married to a Christian, that there was no such thing as assimilation.

Then end of the story is that Cedric, hearing the same story from Henry Robinson, ended up giving Henry a considerably large sum of money to buy Israel bonds and stocks of companies in Israel. When they were delivered to him, he gave them back to Henry and said, "Make them a present of these. They earned whatever I've done, and we've been wrong through the years."

Glaser: That's quite a change in attitude, isn't it, to say, "We've been wrong throughout the years."

Hirsch: Well, he was a wonderful person, and he found it out.

Glaser: When Mr. Robinson said there was no such thing as assimilation, how did he mean that?

Hirsch: He probably took as an example the judge's marriage to this Catherine Colton of an upper-stratum family. It was not a good marriage, and there was no assimilation. She had no interest in Jews. It's like anything that's diluted; if it's diluted, it can't be pure.

After the judge said this to me at the Concordia, I began to think for myself. Well, we hadn't had religion in our family, and I wasn't interested in religion, and today I am not, really. I decided that I had to be something, that I didn't want to float as I saw them floating, and I became interested then in Jewish ties and in Judaism. There was just a natural development of my thinking, of my feeling that if I was a Jew, I wanted to be a good one.

Glaser: Were the Lavensons more observant than the Cerfs?

Hirsch: Really not. The Lavensons were, to me a namby-pamby family. They never wanted to take stands. The one I admired in the whole family was Fred Kahn.

Glaser: Is this the man who married Helen Lavenson?

Hirsch: Yes. My father had another sister, Mrs. Landecker, who had three nice daughters. She appears in the picture that you have. But there's nothing particular to relate about them because they took no particular position in the social or the cultural life. They were just nice people.



Glaser: Was Mrs. Landecker your father's only relative, aside from his cousins, the Cerfs?

Hirsch: He had two sisters, Mrs. Cerf and Mrs. Landecker. As a family, we were very close.

Judaism and Assimilation

Glaser: What were the Jewish values that you picked up in your home, even if you didn't pick up religion?

Hirsch: [pauses] Frankly, I had to go out and find them.

Glaser: And where did you find them?

Hirsch: In contacts, in seeing how people lived and how people acted, and in what people did for me, and what I did for people. Then I found that it was possible to have an appropriate contact in the Christian community, because I thought that that would make me a still better Jew, and I believe that's true.

Glaser: How do you mean that?

Hirsch: Well, I think that one has to be broad. I think you have to be not only tolerant, but I think you have to like other people while you still stand up for what you think is right yourself.

I was very impressed with Rabbi [Alexander] Schindler's remarks about the outreach program at AJC,\* followed by Rabbi [Marc] Tannenbaum on the same subject. And I think that Earl Raab's article in this week's Jewish Bulletin is exceptional, in which he shows that there are millions of people in the United States who do not belong to any church.

I intend, at the next board of directors meeting of the AJC, to use some of this information and to criticize the synagogues for waiting for people to come to them instead of going out to get members. I feel that the boards of the synagogues should do more in the way of directing rabbis who follow their own ideas, whether it be political or social, and confine them to building up each synagogue; because they're all suffering. And that goes for other churches.

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\*American Jewish Committee's national executive council meeting, San Francisco, October 1979.



**AT REGIONAL CONFERENCE****AJ Committee Award  
For Marcel Hirsch**

Marcel Hirsch, a distinguished leader in the San Francisco Jewish community, has been named the recipient of the American Jewish Committee's 1977 Human Relations Award, which will be presented at this year's Western Regional Conference Feb. 10-13 at Quail Lodge in Carmel Valley, according to Arthur Greenberg, AJC's Western Region Chairman.

Hirsch, one of the founding members of the San Francisco Bay Area Chapter more than 30 years ago, holds a number of key posts with AJC. He is currently treasurer of the San Francisco Bay Area Chapter and national vice-chairman of the Membership Cabinet. His distinguished service with the Jewish Welfare Federation of San Francisco, Marin and the Peninsula includes three separate terms as campaign chairman and membership on both the Board of Directors and the Executive Committee during more than 50 years of Jewish communal service. He is the immediate past-president of the San Francisco Jewish Bulletin.

The Human Relations Award reception, honoring Hirsch, will be held on Saturday, Feb. 12 at Quail Lodge, beginning at 5:30 p.m.



**Marcel Hirsch**  
Human Relations Honor

Chapter Chairman Reynold Colvin and Samuel Ladar, Regional Co-Chairman, Edith Coliver, National AJC Vice-President, John H. Steinhart and Donald Tayer serve on the Conference Planning Committee and characterize this year's program as "a serious consideration of the realities shaping our lives as American Jews and the forces changing the relations of Jews to others."

A no-host dinner and social evening will kick off the Conference Thursday evening. The opening luncheon plenary session will feature Regional Director Dr. Neil C. Sandberg, who will analyze the Jewish agenda and group life in America. Dr. Ralph M. Kramer, who teaches at the School of Social Welfare, University of California, Berkeley and at the Hebrew University in Jerusalem will speak on "The Changing Nature of Organized Jewish Life" at the Saturday luncheon plenary.

One of the most informed Jewish leaders in the field of Israeli-American Jewish relationships will be the featured speaker at the Conference Dinner, Saturday night. He is Dr. Ezra Spiechandler, President of the Hebrew Union College in Jerusalem.

Sunday morning's concluding breakfast plenary session will be devoted to "The Growing Arab Influence on American Institutions." One of the central concerns to be discussed in this session will be the sharply increased impact of Arab wealth and presence in American economic educational and political life. Dr. William Brinner, Professor of Near Eastern Studies and former Department Chairman, University of California, Berkeley, and analyst of the Arab world, will be the featured speaker and discussion leader.



Glaser: Is this program for proselytizing non-Jews, or do you mean this is an outreach only to nonobservant Jews?

Hirsch: That is a matter I won't discuss because I don't know enough about it, but Tannenbaum's talk did include proselytizing. Both men talked about mixed marriages, feeling that rabbis should marry Christians and Jews without requiring too much of the Christian, citing the fact that William Cohen, the senator from Maine, is not Jewish because a rabbi wouldn't marry his mother and father.

Thoughts on that line are changing because of the dwindling numbers of those who support organized religion, and I think that the American Jewish Committee should take a stand on it. I intend to bring it up. I might get scolded, but I'm not afraid to do it because I think they should, instead of relying on people just to come to them.

Glaser: But then you have the question of whether to concentrate on quality rather than quantity. There are some rabbis who feel that way.

Hirsch: Well, you always have to be selective in anything you do. Membership committees and clubs have to do that.

Glaser: No, what I'm saying speaks to something else, Mr. Hirsch. There is a great concern on the part of many for the dwindling numbers of Jews within the congregations. But there are those who say not to worry about this because it is quality that counts and not numbers, not quantity. As long as those who do attend are fully committed, that's what is important--more than having members who are on the rolls of synagogues but who perhaps attend only on High Holy Days.

Hirsch: Well, I understand that, but I think I start this from the premise that Jews are inclined to pull away from synagogues. I think it has to be turned around. You might not get, out of a hundred members, fifty good members, but I think it has to be turned around, and maybe somebody in the family will take an interest.

But I know that in my own case (and I'm repeating) when I saw the people whom I adored making messes of marriages--because they were all mixed, and denying the position of Jews--it came to me and I converted myself.

Glaser: Perhaps you had the example of your mother, who did take part in philanthropic activities of various Jewish institutions, even while not religious.

Hirsch: Well, I'll certainly give her credit for that.

But today, supporting as I do the American Jewish Committee on principle--and I ask people for money. I try to tell them what AJC does that helps them: secures their position in the community,



Hirsch: frees them from overt anti-Semitism. I select those that I think need it most and benefit most, and they're the ones who won't acknowledge it. That is very discouraging.

Glaser: Are they ostrich-like characters who don't want to acknowledge their need?

Hirsch: They're men who I think should give money, but they do not want to be classified as Jews, and they will not acknowledge that the defense agencies do help them.

Glaser: But this is a community where it doesn't seem to hurt to acknowledge one's Judaism.

Hirsch: Well, it never hurt me. I've told you about my Christian affiliations. It never hurt me at all. But there is a tendency for people to pull away. Now, whether the Hebrew schools or the synagogues will counteract the loss, I don't know. I don't know what's happening there. But Rabbi Schindler said that an author, whom he credits, said that there are fourteen million Jews in the world today. But if Jews had not been killed or deprived of their rights but had been allowed to prosper and grow without interference, today there would be 150 million in the world. He brought this out very well.

But I've gone a little too far, because I've been attempting to tell you how this family pulled away from everything Jewish and lots of them came back to it.

Glaser: To go back to your early years, when I talked to Bert Rabinowitz this morning he said that his first recollection of you was seeing two boys fighting in a park.

##

Glaser: Do you want to tell that anecdote yourself?

#### Hamilton Grammar School

Hirsch: No, I think Bert told it better than I. It happened in front of Hamilton Grammar School in the park in 1908. My cousin had just been elected captain of the football team at the University of California. Dick McLaren, who was my closest friend, had a cousin named Mowatt Mitchell, who had been elected captain of the Stanford football team. Somehow or other, Dick McLaren and I got into a scuffle over which one was the better football player. Bert will never forget that. [laughter]



Glaser: Your mentioning the year 1908 reminds me that in Gene Bloch's oral history, he states that around that time there was a students' strike at Hamilton. The students were striking because of homework. Do you recall that?

Hirsch: I don't remember. I remember the principal, Mr. Kellogg, who, when he used to talk to me, would take me by the back of the neck and almost wring my neck off.

Glaser: [laughter] Why?

Hirsch: Habit. He was a real student--scholar, I should say. A nice man.

I'll always remember too one of the things that has stayed with me all my life. We were taken into the assembly hall one day, and a man addressed us, and I paid no attention to what he said. But the next morning, I walked to school (I lived at Van Ness and Union and walked up Sacramento Street) and picked up Dick McLaren, who lived at 2315 Sacramento, and his father joined us. His father was Norman McLaren, an Englishman.

Nothing was said, but Mr. McLaren asked to see the principal, Mr. Kellogg, and raised a very proper amount of outrage that this man in his speech had said America for Americans. So, that was the first time that I had ever heard that brought out. It made me think about the country being composed of people from all countries. I have never forgotten that and I believe our policy towards aliens is correct, and I believe they should be welcome and we should help them.

When I saw in the paper that Mr. McLaren, many years later, died, I wrote Dick a letter, and he said, "He died as he had lived." He died fighting for the French underground at an advanced age of his life.

All these things, you add them up, if you observe, and they have an effect on you. Don't you agree?



Controller of the State of California  
SACRAMENTO

CRANSTON  
NTROLLER

September 15, 1965

Mr. Marcel L. Hirsch  
Patek & Co.  
201 Bayshore Boulevard  
San Francisco, California

Dear Mr. Hirsch:

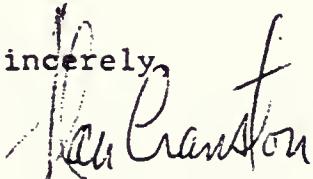
Having learned of your non-partisan concern about extremism, both of the right and of the left, I thought you might like to see a copy of the enclosed.

The talk, given in Los Angeles, did not make much of a splash in the Bay Area, but did in Southern California. It is an attempt at a calm, analytical and, perhaps, unusual approach to extremism.

I hope you will not find it presumptuous of me to be sending the full text to you, for I would be most grateful to know what you think of the diagnosis and suggested prescription.

With best wishes.

Sincerely,

  
Alan Cranston

Encl.



## II MARRIAGE AND BUSINESS CAREER

Marriage to Grace Jacobi, 1925

Glaser: Oh, yes. We've talked before about the work you did after your father died, going in to the electrical supply company. Could we talk about how you met your wife and your courtship?

Hirsch: I remember exactly where I met her. I have got a pretty good memory. I met her at the home of a friend on Washington Street and asked her if I might take her to a movie some night, and I did. She was a very intelligent person, and she always had to excel or she wouldn't participate. We had a good life. She had a lot of illness.

Glaser: Her name was Grace--?

Hirsch: Jacobi. [spells name] I really loved my mother-in-law and my father-in-law. My mother-in-law was a very peculiar woman; she was a first cousin of the Koshlands and the Ehrmans and the Guggenheims and the Steifels. So, she was well-connected, you see. That's why I'm so friendly with Dan Koshland and so on.

Glaser: What was your mother-in-law's maiden name?

Hirsch: Carrie Patek, [spells name] which was a good family. My father-in-law came from Germany and spoke the most beautiful, perfect English anyone ever heard.

Glaser: What was his first name?

Hirsch: Alexander.

Glaser: Had he learned English in Germany?

Hirsch: Yes. When he came to this country, he went to Port Huron, Michigan and then he went to Oregon. Then he came to San Francisco, where he had a brother, and they became tailors. At the time of the fire, they were out of business.



Patek and Company

Hirsch: Grandma Patek, who lived with them and who ran the show and who lived till she was ninety-four, decided that my father-in-law should take a half interest in Patek and Company, which sold products to laundries, dry cleaners, and hospitals, and that he should buy the half interest from a Danish man, whom she had put in there after her husband died. He finally bought out the partner and he thought he had a fine business; it satisfied him. They needed someone in the business, and I went into it.

Glaser: Where was the business located?

Hirsch: On 513 Sixth Street.

Glaser: When did you go into the business?

Hirsch: In 1925.

Glaser: This was at the time of your marriage?

Hirsch: Just after. When I got into it I found it was a little business and I had some ideas, which I was allowed to develop. Not long after that my father-in-law had a heart attack and never returned to the business. I knew you couldn't make a successful business the way it was being run, and I first decided we needed decent banking connections, which I established.

Glaser: With whom?

Hirsch: I went to Julian Eisenbach at the Wells Fargo Bank. He had been the original Mr. [Isaiah] Hellman's private secretary and was head of the credit department. He said, "Well, if you want credit, you have to be honest," and he went on right down the line. He loaned me whatever I wanted. I might have been lucky, but our business picked up, and still not in the way that I thought a business ought to be run.

Glaser: Could I ask how much money you needed to expand at that time?

Hirsch: That will develop.

Glaser: Fine.

Hirsch: I couldn't keep books then and I don't know how to keep books today, but I can figure in my head. I was always willing, as I am today, to go to the best professional people I can find for advice, and when they give it, if I accept it, I follow it.



Hirsch: I knew that the only way to make money in this business was to work on a higher margin of profit, and to do that we had to establish our own brand, and that's a very hard, long job.

One of my very closest friends was Adrien Falk, one of the leaders of the community, the man whom I feel developed the S&W food line. He was over-generous and gave to everybody and got very little for himself, one of the most generous and wise persons I ever knew. Adrien explained to me step by step what I had to do and I applied it to our business.

Glaser: Where had you met Mr. Falk?

Hirsch: I met him at the Concordia Club. Uncle Fred Patek was president and he resigned in a huff because of something he didn't like. They called in Adrien Falk to organize a board of directors, which he did, and we elected him president.

We carried goods from standard manufacturers and we matched them with our own. I established a branch down in Los Angeles, and later in Salt Lake City, in Seattle, and in Honolulu.

Finally, I employed a chemist to create our own formulations and had them manufactured by outside compounders. Finally, the Patek label was accepted by the trade and by the government and by all the hospitals and institutions, and it meant that we were working on a very adequate margin of profit.

Glaser: Tell me, why did you have the formulations made outside of your company, when that was your business?

Hirsch: We were a distributing business; we were not a manufacturing business. But I had taken in a man named Young, who was valuable, a fine person, and who had a desire to do everything himself. When our business developed to one of sizeable proportions and Young attempted to manufacture, the more we made, the more we lost because we were not manufacturers.

During the war, we supplied the quartermaster of the navy, and we did something that other companies did not do. With full knowledge of what we were doing, we supplied all they wanted, which meant that we had to go through renegotiation after the war. Our competitors would stop short of that line and they avoided renegotiation. But I felt that we should do it as a matter of duty. We did it, and it dealt us a severe financial blow.

Glaser: Why did you feel you should renegotiate your contracts?

Hirsch: Well, it wasn't that. It was why we should get into the area where we would have to do it, as a matter of patriotism.



Glaser: I see.

Hirsch: My competitors stopped selling to the government so they could avoid renegotiation. I felt that as Americans it was our duty to do what we could, and we did it. The renegotiation was very severe. But we did establish our brand, acceptable to everybody, and we then discontinued buying from manufacturers under their brand. So, we were a small S&W.

Glaser: Were you a supplier of institutional users? Was this a retail label?

Hirsch: No, no, we never went into the retail business.

One time we developed a product on which we secured patents, and my men wanted to go into the retail business with it. I knew we could not go into the retail business because it's a business we didn't understand; a business that we would not have had enough money for.

We had our laboratory in a separate building. It was a big laboratory. We had three chemists and they did develop some fine products.

There was a real temptation to allow this to be sold to the retail trade, but I knew we could not do it. I went to my friend, John Neukom, then managing director of McKinsey & Company. I asked him to look at the product and to bring his chain-store specialist with him, and the two did come out. Our chief chemist put on a very good show with stereopticon and I telephoned to John and said, "What do you and Doug Watson think about this?"

"Well," he said, "if you'll send me \$10,000, we'll take another look at it. If we're encouraged we'll ask you for \$50,000 to look further into it before we can tell you whether to go into it or not. But I don't think you ought to do anything with it because you're not equipped for it. We don't think you could get the shelf space because of the tremendous amount of advertising you would have to do."

Meanwhile, we had a very fine business.

Glaser: How many employees did you have?

Hirsch: We had a hundred people.

Glaser: Was this a union shop?

Hirsch: Well, the Warehouseman's Union.

Glaser: Did you ever have any union troubles?

Hirsch: No.





Left: Promotional stunt, early 1900s

Above: Celebrating Charley Young's  
25th Anniversary with Patek & Co.,  
San Francisco, March 30, 1951

*Photo by Don Faulkner Photography*





Hirsch: And we spent money. We made this high percentage of profit, but if you do that you have to spend money. We therefore had two tiers of salesmen. We had one group of salesmen who took orders and one group of technical men who went into plants to make the products work.

You asked me about borrowing. I started borrowing \$25,000. I think we had a line of \$400,000 open credit when one day, when I was about sixty-five years old--I had a fine organization doing several million dollars a year and making adequate profits and paying everybody very well. I had no one to go into the business and I wondered what to do about it. So, I decided we would have no more expansion. I would pay the bank every nickel I owed them and never borrow again. It took a year to do it, and I still did not know what to do with the business.

Sale of Patek and Company to Amerace Corporation

Hirsch: So, one day, my friend and attorney, Bert Rabinowitz, telephoned to me and he said, "I have someone who wants to buy your business." To make a very interesting story short, we got together with the Amerace Corporation. This was five months after we had filed our income tax return, and we were always so absolutely perfect in what we did with the government that we had a complete clearance from them then in that short time. We proceeded and concluded a deal, and Amerace took us over. They are listed on the New York stock exchange. They're very successful.

As all these companies do, they said, "Well, we want you to stay and run it. We'll give you a contract." Then they began to put their own men in, and I was not running it. I found myself in the same position that every individual who sells to an eastern corporation finds himself. I talk about this to friends all the time because I hear of it happening so often, and I think one of the reasons is that they want to disassociate the employees who are left from the previous owner and destroy that loyalty.

So, I did it very simply; I simply quit going out there. They said, "Well, you have a contract that runs till three more years."

I said, "I don't care. Do whatever you want with it. You're not living up to the contract, and I don't intend to make any trouble with you, and neither do I expect to be shoved aside. So, with all good feelings, let's part."



Hirsch: They were a little embarrassed and they rewrote the contract with a somewhat smaller figure, which was all right with me, whether they did or whether they did not. But we ended up, at the top, friendly.

Glaser: Is this a conglomerate?

Hirsch: They don't want to be called that, but they are.

Glaser: [laughter] Why don't they want to be called that?

Hirsch: [chuckles] Well, they say they're specialists.

Glaser: Oh. Is conglomerate a bad term?

Hirsch: I don't know. They're funny about the subject.

Glaser: Mr. Rabinowitz said that although you were not a chemist you had an uncanny knack of perceiving a need and then filling that need. In other words, you were always farsighted.

Hirsch: I felt that my place was not in the inner part of the business. I felt that I had to know the sales staff and the customers and listen to what was required. I knew people over the country and I spoke to them. I would hear trends from manufacturers, which alerted me in my interpretation of what to do. I would ask people I knew, "What do you need to make this better?"

We did employ good chemists, and I would go down on a Sunday morning and discuss these things with them. That's why we developed some very fine products that could be imitated, but once you develop a product and you sell it you're in on the ground floor.

#### Relationships with Employees and Suppliers##

Hirsch: One day a man came in and he told me that my friend, Russ Curtis, who headed the Dow Chemical Company out here, employed one of his men to do personnel work. He was an industrial psychologist. And I said, "Well, I think we need someone like you."

Three days a month was about what we needed one of their men. The first thing he did was to psychoanalyze me. But I know how to work with professional people, and I let him work on our men. I would tell him what I thought he ought to look for or to try to accomplish, and I never went into the room, and I never asked what he did. But he sat with us in our meetings, which were transcribed.



December 31, 1960.

Mr. Marcel Hirsch:

I want to thank you very much for the very generous Xmas Bonus that I received last week.

You are a man of your word and it is wonderful to be working for a man like you.

It has been almost 10 years since I started to work for your company and I hope that I will be with you for many more years to come.

Again, Edna and I want to thank you very much for everything that you have done for us, and we both wish you and Ruth all the happiness and prosperity in the coming year, 1961.

Sincerely,



Ted T. Kawamura



Hirsch: Now, this Patrick Sullivan, Ph.D., is today my friend, and we go to lunch once a month. He does this work still for the Dow Chemical Company, for the Rand Corporation, and the nuclear laboratory at Livermore. I have recommended him to other people, whom he has assisted.

So, I used various means to get somebody else to do what I thought they could do better than I could do, and I believe in that.

Glaser: Well, that takes recognition that you don't do something as well as somebody else, and then the recognition that the other person has that talent or ability.

Hirsch: When I phoned to Bert today, you heard him talking to me. That's something that has to be straightened out, and I figured it my way. Now, I really sent it to him and you heard him say, "It doesn't work out the way you figured it." I think I'm right, but we'll confer. And I'm only doing that because it has to do with one of the affairs of my estate and I want a record of it. But I will let him decide because he's smarter than I am.

Glaser: He told me that you take guidance from somebody in their field, but if it isn't their field you won't take it. He also told me that you are a man of absolute integrity. You never bend the law. Because of your integrity and your presence, you always had contact with the head of the firms you dealt with. Particularly with your suppliers, you would address yourself to the president.

Hirsch: That's right. I believed in that.

Our accountant at that time was Jim Hammond, no longer living, but he was also a director of a company of a friend. He said, "You know, Marce, the best thing you do is when you go East and meet the people you meet." I knew the heads of all these companies and I liked them, and I never let them do things for me. If they did something for me, or when I took Grace in those years, if they took us to dinner we sent them a gift to offset it.

But I had to know the business I was in, and we were among the first three companies in the United States in our field.

Glaser: Who were some of your suppliers?

Hirsch: Oh, Dow Chemical, Stauffer Chemical, Raybestos-Manhattan. We only bought from good people.

Glaser: You had to do a lot of traveling, then.



Hirsch: I didn't have to do it; I liked it. But I feel that in keeping touch with what the manufacturers were doing, in seeing men in the same line that we were in, I either did some of the things they did or was satisfied that we were doing them better.

#### Other Business Interests

Glaser: You said that you started a new company to do research for you.

Hirsch: I found that we did not know how to manufacture. I therefore decided to organize a company to manufacture for us which, hopefully, would then go on and do better and more business for themselves. So, I started it, found the men I wanted. My son-in-law was then doing nothing because the Pacific Can Company had been sold (I was a director of the Pacific Can Company). The Euphrat family got a very large amount of money from it.

Ted Euphrat, my son-in-law, was using my office and I said to him one day, "Ted, why don't you go out and finish this thing up?" and he did and he did it well.

He said, "I think I like this business. I want half of your stock."

Glaser: Excuse me. When you said to him, "Why don't you go finish it?" what did you mean?

Hirsch: Finish organizing it. So, he did it, and he did it well, and then we had the Plex Chemical Company. I was president of it, and they located a hundred yards from us on Bayshore Boulevard. For a year and a half we were their only customer. Finally, they began to get other customers and I resigned as president, feeling that Ted should run it. We bought some property in Union City and erected a very fine, spacious plant. We bought all of our detergents from them, which gave them a good start, and they have a subsidiary that does some business.

So, we were out of manufacturing, which was what we should have been, and we developed a method of shipping properly to our branches, in conjunction with other shipments that they had going into the same area. So, that business is going on; I don't see anything of it.

Glaser: Primarily, then Patek was in the soap business? Is that correct, soap and cleansers?

Hirsch: Well, detergents--it's a big line. It's softeners and disinfectants and soaps, anything that cleans.



Glaser: Primarily for hospitals and laundries?

Hirsch: Laundries. [tape off briefly]

I hope I'm giving you what you want.

Glaser: I think this is great. [tape off briefly]

There is an anecdote that I'd like you to tell me about. Your daughter Susan told me there was a man with whom you were very good friends, but there was some kind of a disagreement, and he had himself packed into a box and brought into your factory to wish you a happy birthday.

Hirsch: Oh, that was Merv Cowen. That was a very unfortunate circumstance. Merv Cowen was a big fellow, and we were very good friends. He had a certain sharpness about him and he had some good qualities. He was in the import business. After his father died--and he was in pretty bad straits--he and his brother paid off all of his father's debts. He had married the most beautiful blonde girl in town, and they both rode pretty high, and it broke up. She remarried, and he finally remarried.

He had made a great deal of money during World War I in rice. He owned a lot of rice, and it was in ships in Havana harbor, and there was a strike. By the time the ships were released, the price of rice went down so far that when he liquidated he was almost broke.

We liked each other. He was head of the married men's football team of the Concordia, and I was head of the unmarried men's football team, so this is the early twenties. We played at Ewing Field, and we needed suits for the men, for the players. We went to Babe Hollingberry, who was coach of the Olympic Club team. We gave him a few dollars, and he gave us twenty-two suits. We carried them up to the roof of the Olympic Club and threw them over the roof into the lot, which is now occupied by the parking station, and we packed them in two automobiles and took them to Ewing Field so we could dress our players.

Well, Merv drank a great deal, and he wanted to make money. He was crazy to make money, and he developed a jealousy over the fact that I seemed more successful than he.

But we did business and I had a separate corporation. Whatever we did in business outside of my regular business, I did through another corporation which my girls owned. So they got half and he got half. He was very difficult to do business with because he always wanted this and that and the other thing. He always ended up by getting it, which was all right with me.



Hirsch: So, we had a manager of our store in Honolulu named Sebelle, one of the most honest, decent, unfortunate fellows that I ever knew. He had at one time been in the coffee business, so he said to me, "You know, General Foods gets all the Kona coffee. I know these Japanese and I can get enough to make some money." So, it ended up where there were three partners: Charlie Young (my colleague) and I; a firm named Gavigan and Quinlan, whose duty was to sell the coffee; and Merv Cowen, who had some phase of it, but not selling.

One day after lunch, Merv Cowen came home and he'd had too many martinis. He got on the telephone without talking to Gavigan and Quinlan, and he made a big sale of Kona coffee. The next day, before we owned the coffee, the price doubled. So, we had to pay out \$60,000 or \$70,000. But it did not affect our friendship.

That was around the time when he went down to one of our buildings and had himself put into a big crate and carried into the lobby of our offices. He made a lot of noise and came out with a Santa Claus hat on. He liked to play what he thought were funny jokes.

Well, we went on, and we had had a very good friendship. But for some reason that I will never know, he developed an antipathy toward me. He wrote a letter to our man in Honolulu running our store and suggested throwing Young and me out of the partnership and probably getting rid of Gavigan and Quinlan, so that Sebelle and he could control it for themselves.

Sebelle, being the honest person that he was, sent the letter to me. He knew that they could not finance it and that they could not do it alone. And, further, Sebelle knew that if he did it, he would have to give up his position with me. I simply told Merv that I felt that he did a nasty thing that could have ruined a profitable end of our business and that we should not see each other anymore. So, he resigned from the coffee deal, which went on until Sebelle passed away. A terrible thing.

Glaser: So you had a number of small businesses aside from Patek?

Hirsch: Yes. Well, I had three. I had two that the girls owned and one that I owned. It didn't amount to anything, but I used it for that purpose at that time.

##



## III LIFE AS A FAMILY MAN

[Interview 3: 26 November 1979]##

Courtship, Marriage, Homes, and Children

Glaser: I thought perhaps today we could talk about your courtship and what courtship was like back in--was it 1925 that you met and married?

Hirsch: Yes. Well, we met in 1923.

Glaser: I think you told me that you met your wife at someone's home.

Hirsch: Yes.

Glaser: What was courtship like in the 1920s? Was that the jazz age?

Hirsch: That had rather passed by that time. We were in Prohibition and, as we reflect now, life was much simpler. We did simpler things and enjoyed them in groups. There was certainly nothing pretentious about what we did. But those were the days when families welcomed each other and we saw a great deal of each other's families.

Glaser: Did you go dancing or to the theaters?

Hirsch: Oh, well, in those days, we went out in groups, mostly in groups. Yes, in those days the Mark Hopkins' Peacock Court was the great rendezvous and they always had good bands. Anson Weeks was there for a number of years, probably twelve. The Smiths, who owned the hotel, wanted it filled. You could go and drink soft drinks and the evening would cost you three dollars.

Glaser: Did they have the Top of The Mark at that time?



Hirsch: That was before they had the Top of the Mark. The Top of the Mark was a duplex apartment occupied by a man whose name will come to me later, but he was very wealthy and made his money in copper. I think it was Jackling.

The Mark Hopkins was not making money. They owed my Uncle Fred Patek quite a lot of money for meats, and he did not like to lose money. This may be true or false, but at least Fred Patek lays claim to the fact that he advised George Smith to get rid of Jackling and make the upper two floors into what is now the Top of the Mark. It was instantly successful and Uncle Fred got paid off.

Glaser: Who were some of your friends during courtship and early married years?

Hirsch: Well, there was a group of us who had what we called a fraternity: Dan Stone, Richard Stone, Leon Blum, Charles Weinschank, Allison Reymann, Irwin Hirschfelder, Esmond Schapiro--about fifteen. And all of us joined the Concordia Club in the same year, 1919; we joined as a group.

After Grace and I were married, it took me a long time, possibly a couple of years, to relinquish my very intimate contacts with my friends and pay proper attention to her. So, I guess I wasn't any different from most.

Glaser: Where did your marriage take place and who performed the ceremony?

Hirsch: We were married by Rabbi Louis Newman in the Jacobi's home at 111 Presidio Avenue. I never liked Newman to begin with and I disliked him more because he was twenty minutes late in arriving. That's one of those things you never forget. He later went to New York and lived in the building on the West Side where my present wife's mother lived, and I saw him one or two times before he passed away. I still did not like him.

Glaser: Was it a large wedding?

Hirsch: It was a large family and a home wedding, and there must have been 125 people. It was a family which stayed together. In those days we would go from one home to the other on Sunday nights, and there was a great deal of contact between us, and for the most part we liked each other very well.

Glaser: Where did you set up your first home?

Hirsch: We lived at Clay near Presidio Avenue. After Susan was born we moved to Pierce Street, into an upper flat. Grandma Patek, who had a great deal to say about everything (and I did not resent it), would limp as she walked up the steps because she did not want us to live there and she wanted us to own a home.



This Certifies that  
Marcel L. Hirsch  
and  
Grace Jacobi  
were by me  
United in Marriage  
in San Francisco on the  
30<sup>th</sup> day of April 1925  
according to the laws of the  
State of California  
and in accordance with the  
customs of Israel.  
Rabbi Louis M. Newman  
Sanford J. Stein Minister  
R. J. Stone. witness.



Hirsch: In 1928, we bought a home at 30 Euclid Avenue, which later became 530 Euclid Avenue when they removed the cemetery that was there and created Laurel Village. The home we bought had been built for fifteen years, and I remember that we paid \$14,000 for it. When we got enough money we improved it, and I always feel that it was one of the most beautiful homes in San Francisco.

Grace had a heart attack in 1954 and it was necessary for us to move to an apartment to avoid steps. One of the young men who worked for me, Lionel Alanson, who had a lot of money and who loved money, told me he wanted the house. So I asked him what he wanted to pay for it. He told me he wanted to pay \$23,000 for it, and I let him have it at that price. He lived in for two years and sold it for \$50,000. I don't know what it would sell for today.

But we moved to an apartment at Washington and Laurel, fixed it up very nicely.

Glaser: In your early years, how much of a staff did you have for your home?

Hirsch: We always had a cook and a nurse. The nurse was Swedish, and her name was Annie, and everybody was afraid of Annie. She liked Mary Ann, who was the youngest, and disliked Susan. But we kept her. There was a trained nurse named Una Daniel who came into our lives because Grace was sick a great deal of the time. And we always went to "Danny." One night we came home and Susan was on the telephone. Miss Daniel was on the other end, keeping her on the telephone until we came home, because she had the inevitable fight with Annie, and Annie said she was going to leave. I know Grace didn't like it, but I did. Looking at it sensibly, Mary Ann no longer needed a nurse.

So, we had a cook, and we had a French maid to take care of Grace. I might say that to this day my present wife, Ruth, sends for Grace Silva, who is now well in her seventies, and gives her shoes and clothes.

Glaser: Who is Grace Silva?

Hirsch: The French maid. We've maintained a nice friendship with her. She was a loyal person to have in the home. We needed someone other than the cook, who did the general housework, to watch out for Grace, who was constantly sick.

Grace liked to do things better than anybody else, or she would not do them. She had a capacity for going into things intensely and decided she wanted to learn French. She dominated the table at the French Club, where all sit at one table. She spoke better French than the French people themselves because she had a wonderful teacher. She played bridge in the same way but wanted to do only those things in which she excelled. Finally, her heart gave way.





Helen Hirsch Stone  
1937



Marcel Hirsch, late 1930s



Grace and Marcel Hirsch  
Coronado, California, 1930s



Mrs. Grace Hirsch with daughters  
Susan and Mary Ann, 1930s



Hirsch: All this time, I became very close to our children because of her illness through the years. When I traveled, I would take one or the other with me and attempted to do for them what I thought they required, and it has been repaid since, through the years.

Anti-Semitism and Jewish Survival

Glaser: How long were you married when your first wife developed her heart ailment?

Hirsch: [pauses to think] Twenty-seven years.

Glaser: You'd been married that long before she became ill?

Hirsch: Yes. She died after we were married thirty years.

Glaser: What were her interests? Had she gone to college?

Hirsch: She went to Mills College. She wanted Susan to go to Mills College and she took her there. Mrs. Hilary Jones accepted Susan and assigned her a room. The next week Mrs. Jones telephoned and said that Susan could not be accepted because they had exceeded their quota of Jewish girls by one-half of one percent. A Baptist by the name of Lynn White was president and he refused to be moved.

This was before the proper organizations existed to handle a situation like this. I went to Monroe Deutsch, who was the chancellor and the vice-president of the University of California and a trustee of Mills College. I insisted that he take this up with Dr. White and gain Susan admission. Monroe Deutsch was a lovely gentleman. I don't think he was very strong. But Dr. White prevailed, and we therefore sent Susan to the Dominican College in San Rafael, as we later sent Mary Ann.

Glaser: Why did you send them to a Catholic college?

Hirsch: Well, it was a good school.

Glaser: Did you feel that it was a better school than UC Berkeley?

Hirsch: Yes.

Glaser: How did Susan feel about all of this, being asked to leave Mills and then going to Dominican College?



Hirsch: Whatever she might have felt she kept to herself. She's a strong person. [tape off briefly]

Glaser: --say the thing you're getting at.

Hirsch: What bothers me is that the generation succeeding me in the group in which I have moved has no interest in the rights of Jews, as well as in many other facets of Jewish life, which they are running away from.

Glaser: Well, many younger men are active in the American Jewish Committee, are they not?

Hirsch: Some are interested, but too many are not interested in Jewish life or in being Jews.

Glaser: Are you talking about religious affiliation or organizational endeavor?

Hirsch: Both. I brought up last week at the directors meeting of the American Jewish Committee the fact that I felt we did too little active work here and left too much of it to the Jewish Community Relations Council; that my interest at the present moment happens to be the nonaffiliation of so many Jews with synagogues, as is happening in other religions. That I felt we ought to make a decision to go around the Jewish Community Relations Council and go directly to the synagogues. Tell them that they ought to get off the dime and go out and get members, instead of allowing the rabbis to pursue their own preferences and political work or social work. That I felt it was up to the synagogues, beginning with the rabbis, to go out among the young people, forgetting the generation we've lost, and build up better congregations.

Glaser: Could you explain what you mean by "the generation we've lost?"

Hirsch: San Francisco is an easy city where there's a great deal of mixing socially between Jew and gentile, much different than New York. I read an article in the Los Angeles Times where Neil Sandberg has shown how the second largest Jewish community in the country is beginning to fall away from organized Jewish life. He wrote it with someone else, and it's quite an article. I'll mail it to you.



Glaser: Okay.

Hirsch: Now, is that what you want on that?

Glaser: It's what you want to say.

Hirsch: Well, no, no, no. You are leading.

Glaser: But you're a good example of somebody who had no religious affiliation and yet is extremely active with Jewish community organizations--you know, the American Jewish Committee, the Jewish Welfare Federation, and the constituent organizations of the Federation.

So, is it possible to be an affiliated member in a nonreligious sense? Let me put that differently. Do you feel that Judaism can survive with nonreligious members?

Hirsch: Yes, because we've never decided whether it's a race or a religion. We've heard it argued and when we come out we don't know any more than when we went in. We know that we've inherited traditions and customs that make us separate and apart from other people. I believe that the religion is an important part of it, and I'm grateful to those who play a part in the religious end of it. But Judaism, as a racial and religious entity, I believe, should be preserved. I don't think it can be preserved if the Jewish community is allowed to shrink.

Now, at our AJC [American Jewish Committee] meeting two weeks ago, Rabbi Schindler and Rabbi Tanenbaum gave excellent speeches. Dr. Schindler spoke about the outreach program to go out and get Jews. He talked about intermarriage and how many conversions there were. Tanenbaum showed that the Jewish birth rate is only half that of the normal birth rate in this country today. Both eloquently stated why they are hopeful that more Jews would be held within the Jewish faith and how to do it. So, we're a minority now, and if we're even smaller in the years to come, we will be in a weaker position.

Glaser: Well, if Jews find America more receptive to them, do you think there's a danger of total assimilation? There's not the struggle that had existed in years past in America and certainly not the harsh conditions that Jews experienced in Europe.

Hirsch: Well, I guess it depends on the individual.

##

Hirsch: By that I mean whether they want to come out here from the East and change their name, stay away from affiliations, and try to make it alone. How much of that happens, I don't know.



Hirsch: But I know that the young Jews who come over here from Israel to go to school were surveyed by Ernie Weiner, and we found that they want to get away from being Jews. They certainly don't want to participate, for the most part--not all, but for the most part. They love what they find and they want to get rid of what they consider a burden. Have you read that?

Glaser: No. I know that many don't want to go back to Israel after they get their education here.

Hirsch: They don't want to affiliate here.

Glaser: Do you think Israel is necessary for the survival of Judaism?

Hirsch: [pauses to think] Well, that's a big question to ask me, but I would think, as far as they've gone, that it is.

Glaser: But if something happens so that it's no longer a Jewish homeland?

Hirsch: Oh, I would think that the people in this country would attempt to continue as they are. I don't think that it would be a death-blow. It might make it easier for this country, considering the time and the effort that we make to deal with the Israelis--to protect them in the first place, and then to deal with them.

Personally, I have a great many objections to what they do there; I won't go into it. But I think that the Jewish community in this country is sufficiently strong that it would certainly exist, and I don't think that the absence of Israel would particularly affect it. I don't think so; I really don't.

Glaser: Was this instance of anti-Semitism at Mills the first anti-Semitic experience for you?

Hirsch: I think it was. I think it was. But I was just getting into things. I thought if I went to Monroe Deutsch that I was going to a man who could have some influence over this Baptist that was running Mills. I went to the Hellmans and the Haases, who were great contributors to Mills, and told them about it, but they would not discontinue giving money to Mills. I really went into that.

Glaser: Was it a matter on their part that they didn't want to seem to be too aggressive--the "keep-the-low-profile" idea?

Hirsch: That's right. They liked Mills. It was a nice school. You see, they had that wonderful president for so long, Mrs. Reinhardt [Dr. Aurelia Henry Reinhardt], and then they got this White. But I guess they've gotten along all right since.



Glaser: Did this incident make you more active in the American Jewish Committee? I know you view this as a defense organization.

Hirsch: Yes, certainly it did.

Glaser: Did your activity start about that time?

Hirsch: Yes.

Glaser: How did Mrs. Hirsch feel about this incident?

Hirsch: Well, what could she do? She was disgusted. She went to Mills for four years. She'd naturally think that her daughter, with proper grades, could get in. And this was new to her. It was a surprise. I'm trying to think when that was. Well, Susan is fifty-two. She had to be eighteen, and that would make it about thirty-four years ago. AJC organized here in 1945, so it was about the same time. But I wasn't into it and we were just beginning to organize the community, in every way. It was the Jewish Welfare Fund; it was not yet the Jewish Welfare Federation. In '46, we started the Jewish Bulletin that I stayed with for thirty years.

Glaser: I'd like to save that for another session.

Hirsch: Yes, all right.

Glaser: I would like to go into that very completely with you because, after all, your activities were extensive.

Let's go back and talk some more about your early married years. I'd like to get the sense of what a young couple's activities were and what was a young woman's life as she begins married life and starts a family. What were Mrs. Hirsch's activities?

Hirsch: She was very intellectual, she was a great reader, and she enjoyed philosophical arguments. I'm thinking of one crazy guy we used to see at the French Club all the time, arguing on religion and arguing on all sorts of things. But she had the brains and little patience with people who weren't smart. That was a weakness.

She ran a nice house. As I say, she played bridge a great deal. I played golf a little. We had our group of friends, and there was real sociability on a minor scale, let us say.

She had a lot of illness. Our doctor was our friend. I attempted to get him to give up his position as chief of staff of Mt. Zion because he was working too hard. A great fellow.

Glaser: Who was that?



Hirsch: Franklin I. Harris, a lifelong friend, leading surgeon of San Francisco, trained by Dr. Brunn, one of the greatest doctors we ever had here. I'd cry if I told you how Dr. Brunn ended. Frank was a surgeon and he operated on her for various things, and finally he passed her over to Dr. John Sampson. He didn't want to be called so often.

I myself went to Frank when I was fifty. I said, "Frank, it's 1945 and I'm fifty years old. Now I want you to get me a doctor."

He said, "I'm your doctor!"

I said, "You've been my doctor, and you're my friend, but you're overworking. You're crazy--living in the country, trying to raise a family. I think that if something happens to me you're not going to have time to take care of me. Think it over. Don't give me your answer now."

So, he picked me up at the Concordia to go to the football game the following Saturday, and he said, "Your doctor's going to be Rubin Gold," who took care of me until he died a year ago. Frank was smart. He could read people like he could read a book, and this was a wonderful doctor. I miss him, though I'm supposed to be in the hands of a very good man today, whom I went to all of the years that Rubin would go on his vacations.

What happened? I went down to a football game with Frank, who was living in Atherton. His wife said, "Did Frank tell you he had a pain in his back last night?"

And I said, "No. Well, we don't have to go to the football game." Well, the pain in his back was a heart attack, and a few nights later he died, in 1952, at age fifty-seven.

#### Death of Grace Patek Hirsch, 1955, and Marriage to Ruth Delman, 1957

Hirsch: After Grace's heart attack, as I said, we moved to an apartment, and she suddenly passed away. I kept the apartment and the two maids that we had.

My cousin, Anita Patek Newman--you see, always the Patek family-- said she knew of a young widow in New York who I ought to meet. I went to New York on business and met Ruth Delman, a widow, and left the next morning for Europe. I kept in touch with her after I returned, and I made frequent trips to New York, and after two years we were married in Las Vegas.





Caroline and Alexander Jacobi  
ca. 1920



Alexander Jacobi and grand-  
daughter Mary Ann, ca. 1935



Mrs. Cassem Hirsch and  
granddaughter Susan,  
October 4, 1935



Mrs. Cassem Hirsch and great-  
grandson Fred Euphrat, ca. 1956



Hirsch-Euphrat Wedding,  
Marcel Hirsch,  
Susan Hirsch Euphrat,  
Edward "Ted" Euphrat,  
Mrs. Grace Hirsch  
1947



Myron "Mike" Klapper,  
Mary Ann Klapper,  
Marcel Hirsch, Susan  
and Ted Euphrat  
1956



Susan Hirsch Euphrat and  
Mary Ann Hirsch Klapper,  
1975







Kathy, Lianne, and David Klapper, 1965  
Photo by Carl Levy



Kathy, David, and Lianne Klapper  
1978



Fred Euphrat, 1955

Photos by Elizabeth Quandt



Lisa Euphrat, 1955



Glaser: Let me go back a bit for more details about your first marriage. I understand you used to spend the summers in Atherton, and you'd commute while the family stayed.

Hirsch: Yes. Well, for about ten years we would rent a furnished home, first in Palo Alto and then in Atherton, for two months and take the help with us. We knew a lot of people there and it was very pleasant. One year we didn't go to Atherton but rented a home in Beverly Hills.

#### Jacobi and Cerf Relatives

Hirsch: We took my mother-in-law and father-in-law and their cook and got a chauffeur to drive them around. I occupied part of my time at our business in Los Angeles. We learned that two families cannot live in one home. My mother-in-law was a very peculiar woman. I guess we had a good time, but it was strenuous.

Glaser: Did your wife get along with her mother?

Hirsch: Never! Never. I smile when I think of these things because she was a beautiful woman and was very well-connected. But she didn't care what she did, and she didn't care what she said. They would clash because she would want to interfere in our home, and I did all I could to keep them on the right track.

Then the next year, 1940, was the last year we spent in Atherton, and we rented an enormous place with a big home and a little home, and we made the same mistake by taking my mother-in-law, father-in-law, and their cook with us. Whatever disturbances or events happened down in Beverly Hills were trebled in Atherton.

Glaser: How were the relationships between all of you when you were here in San Francisco?

Hirsch: Oh, they were all right, as long as we didn't see too much of each other.

Glaser: You told me that you adored your mother-in-law.

Hirsch: I did. I did. And my father-in-law. I couldn't have liked people more.

Glaser: How did your daughters get along with their grandparents?

Hirsch: Oh, fine, fine. You know, they'd take them out and buy them things they liked.



Glaser: You used to take your family to see your relatives, didn't you, in the summertime?

Hirsch: Oh, yes. I had family living in Piedmont and we went there. We were very close.

Glaser: Your daughter Susan told me about going to see relatives in the Valley who raised pigs. It was very hot, and the meals were too heavy, and she was just not comfortable there. Do you remember that?

Hirsch: Did she ever go up there? Two of the Cerf brothers had a big ranch in Holt, near Stockton, and I loved it up there. Yes, it was regular ranch food, and the whole family lived there. I spent as many weekends there as I could because I liked it. But I would imagine, if I ever took Susan up there, she wouldn't have liked it.

Glaser: I gathered that it was a bit too rough for her.

Hirsch: Sure.

Glaser: She told me to ask you about an incident with a tight hat. She didn't go into detail.

Hirsch: Oh, gosh! I can remember that as if it happened yesterday. It was a Sunday, and I guess I was six. My mother and father and I went to Golden Gate Park and we sat on a bench; I know right where that bench was. I was wearing a sailor hat, and I pulled it down over my ears, and I couldn't get it off. I remember my mother got angry and started to pull it off, and I can remember my father saying, "Blanche, you'll tear the boy's head off." [chuckles] I shouldn't think that has any place in here, but I can remember that. How Susan can remember it, I don't know. But that's all it was.

#### Food and Wine

Glaser: How did you develop your interest in food and wine to the extent that you're such an expert?

Hirsch: Well, I say I'm not an expert, but as kids we always drank much more than we should have. I would say that thirty-five years ago, maybe forty years ago, I became very friendly with Dr. George Selleck. George is one of the finest, most wonderful individuals because he thinks nice, and he was one of four leading dentists here. He had a friend named Blanque whose father originated Jack's Restaurant. Blanque was French and he could fight with anybody; no matter where he went, he'd fight.





City of Hope Television Appeal, ca. 1950. Left to right:  
KPIX interviewer, Edward Everett Horton, Marcel Hirsch  
*Photo by Saul Miller*



Cercle de L'Union, 1945. Marcel Hirsch standing seventh  
from left.



Hirsch: So, those two men got me interested in wine, and from them I met their peers, and there were some fine men: Chaffee Hall, Esquin, Price, Blumen, and Smith. They were real wine connoisseurs and they knew wines. George has been decorated a couple of times by the French government for food and for wine. He's a great chef and such a nice gentle person. Well, we happened to like each other.

I only want to know so much about a thing; I don't want to know it all. But we had a lot of association. We'd go down to Blanque's home in the mountains near Santa Cruz where he had an oven like Trader Vic's. You know, one of these Chinese ovens. He could cook for an army. He had all kinds of equipment. Through them I was introduced to wines.

Glaser: Was this before you joined the French Club or after?

Hirsch: Before. You can overdo it, you know, but I went along with them. They bought the wines that were left when Blanque's father sold the business, Jack's Restaurant; they got that wine cellar. Then they went to France, in about '49, and they bought the great wines, '45, '47 were great years, and they bought like crazy. Poor George is out of it all now.

So, in going with them to wine-tastings and to dinners, which I've learned to hate, I learned what wines were good, and then all of a sudden I just quit looking. Some of the younger fellows today know a lot about wines. They spend their time trying to buy good wines cheap. I made up my mind, after I played around with these fellows, that there's only one way to buy wine; that's to buy the best. And I did. I built up a beautiful wine cellar.

I'm a member of the Wine and Food Society. I don't go much now because it's a little harder for me to go to these things--crowds. They have sixty, but it's still crowded.

Glaser: Is it possible to buy young wines fairly reasonably and then put them down for aging?

Hirsch: Oh, that's all right, if you get a good year and you wait it. Everybody does that. I have more good wines, beginning with '59, than I'll ever use.

But there's a dentist across the Bay, in Orinda, Steve Jensen [Dr. Stephen F. Jensen]. He married a very rich woman, one of the Eddys from Seattle, and they raise quarterhorses down at Hollister. You know, a lot of money. So, he said to George, "I want a wine cellar. I want you to buy me five thousand bottles of wine."

So, George said, "Well, I just bought so many cases of '69 Burgundies." Now, '69 is a great year.



Hirsch: I said, "Where did you buy it, and what did you buy?"

He told me and I went down and I bought enough. I bought fifteen cases, maybe. I'll never live to drink it. Just like 1970 was a great year for Bordeaux, and I've got my Bordeaux in a warehouse at Johnny Walker.

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Glaser: You were saying, while I turned the tape, that if you go into wines--

Hirsch: Go in for good wines.

Glaser: To what extent have you gone for California wines and how much for French wines?

Hirsch: I would say I have still some of the wonderful California Beaulieu and Inglenook Cabernet Sauvignons that were produced in '58, which was the big year, and that might constitute twenty percent of my collection. Then I have a very well-selected group of both Bordeaux and Burgundies. In each case the prize bottles that I have left are some 1961 Petrus, which was really discovered and put on the market by Henri Soulé, who owned a restaurant in New York. He discovered this Petrus, he promoted it, and he made a fortune off it. It's probably the number one Bordeaux today. Henri Soulé was the maitre at the French restaurant in the 1939 Fair in New York, and he opened this restaurant on 55th Street, Le Pavillon. He's dead now.

And I have one case of Romani Conti 1961, which is undoubtedly the finest Burgundy in the world.

So, I mixed with these men who knew wines and had a lot of sociability with them.

Glaser: Did you select German or Italian wines at all?

Hirsch: Never. One night in Rome I had six or seven guests. We were eating at a sidewalk café and I ordered Italian red wines. I said, "I'm going to keep ordering until we get a good bottle." I must have had seven or eight bottles. So, at the end of the entree, I told the waiter to cut up some peaches in a big bowl and then dump all the wine over the peaches so we didn't lose it all. [chuckles]

Glaser: Did the men you mentioned, with whom you had this close relationship, also belong to the French Club?

Hirsch: Well, some did, not all.

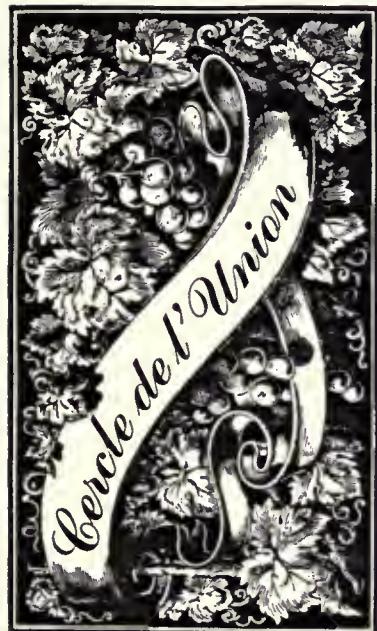
Glaser: Or was it the Food and Wine society that they belonged to?

Hirsch: Well, between the two of them.





Ruth and Marcel Hirsch  
May 20, 1965



## MENU

Monsieur et Madame Marcel Hirsch  
Dîner  
le 15 Février 1965

Salade sardinière

Tilé de Sole sicilienne

Seiche et Agneau Printanier  
Salade de Saïson Vinaiquée

Lomages Ossentia

Géches Blanches Flambees  
Macaron aux Amandes

Café filtre



Glaser: Along with your interest in wines, did you do any cooking?

Hirsch: Oh, I couldn't cook an egg.

Glaser: Oh, really?

Hirsch: No. I let Selleck do the cooking.

Glaser: You developed your palate, not your cooking ability?

Hirsch: That's right.

But there are a lot of groups now that wine is the big thing. There is a fall-off in liquor consumption and a dramatic increase in the consumption of wine. I know that the acreage devoted to vineyards in California has doubled and they're still short of wine. So, the men who bought land and planted grapevines did very well.

Glaser: Yes. Of course, UC Davis has played a big role in all of this with the Enology Department.

Hirsch: Well, I'm very friendly with Maynard Amerine, who was the professor of enology at Davis, and Maynard has retired. He is wanted all over the world for his advice. Fantastic.

Glaser: Did your wife, Grace, share this interest with you?

Hirsch: She liked scotch. She didn't encourage me in my outside activities. She thought I had enough to do in the business. But I felt that the world had been pretty good to me and I'd better do something in return.

Glaser: Did she travel with you?

Hirsch: When she could, yes. She loved to go to New York.

Glaser: You went to New York several times a year, didn't you?

Hirsch: Yes. I went to Europe with her. [tape off briefly during telephone interruption]

#### Theater and Music

Glaser: You're very, very fond of the theater, I understand.

Hirsch: Yes.



Glaser: Was this something that your wife and you shared?

Hirsch: Oh, yes.

Glaser: What was the theater like, going back fifty years ago, in San Francisco?

Hirsch: Well, number one, we went to the Orpheum variety shows every week. The feature there was E.M. Roesener and his Hungarian Orchestra, and he sat high and played an organ. The Alcazar had a stock company, and Bertram Littell was one of their stars; Charles Ruggles was one.

Glaser: Was this a repertory group?

Hirsch: It was a repertory. They had a different play every week. They were across the street from the Orpheum before the fire, and after the fire they moved to a building that's now being torn down at Steiner and Sutter.

Glaser: Was the Orpheum where it is now on Market?

Hirsch: No. The Orpheum was on O'Farrell Street, opposite Macy's. Across the street from that was Fisher's Theater, and that's where Colb and Dill performed--just funny guys.

Glaser: Was this a comedy routine?

Hirsch: Yes, comedy. They kept that going.

The Columbia Theater was near Powell and Market. That was the predecessor of the Geary, owned by Gottlob and Marks. Next to that was Techau Tavern, where it was always a treat for someone in the family to take me.

Glaser: How old were you when you were going to the Techau Tavern?

Hirsch: Oh, fifteen or sixteen.

And downstairs, at the corner, was Charlie Newman's College Inn, where I had my first drink in a bar. I remember it was a claret punch. And he had a great free lunch--always enchiladas and everything you can think of. You could eat your head off.

Glaser: It sounds as if there were many more theaters back then.

Hirsch: I think there were. Of course, I don't know about the theaters now because we don't go out much. But there were these little theaters. There were lots and lots of little theaters.

Glaser: Did famous actors appear?



Hirsch: Everybody came. Oh, yes. We saw them all.

Glaser: Those you mentioned were mostly the permanent companies, I gather.

Hirsch: No. The Columbia had roadshows. Very good. The Orpheum circulated with their variety show, and later at the Geary. Then they built the Curran, which was a very good theater.

Glaser: Were the symphony and the opera on the level they are now?

Hirsch: I guess the symphony was started in about 1917. I'm guessing, but I'll bet I'm right. They had a conductor named Alfred Hertz, a ponderous man who limped. A great big man with a wisp beard. He led the symphony for a lot of years. Now, I can't tell you how good it was, but they loved him, and I think then he had to quit.

They made one big mistake. They brought in a Spanish conductor, Jorda. I contributed to the symphony because I liked to see them have a better symphony. They brought in Jorda (I think that he was brought in by some society clique), and they had to get rid of him. Then they got this Austrian, whose name escapes me now, but he did a great deal of basic work.

Glaser: Would that be Josef Krips?

Hirsch: Yes. He tried to make it into an orchestra. Then wasn't he followed by Ozawa?

Glaser: I think so.

Hirsch: I never liked Ozawa. I never liked him. He's a good musician, no question, but he had too many interests. I didn't feel he gave this orchestra, after Boston got in to share his time--and now he's got this big national Japanese orchestra. Boston will be carping at him before he's finished.

I don't know about this De Waart. I haven't sent my money this year, but when I send it I'm going to say something to them. Stuart Canin was a rock; now De Waart's demoted him. I'm going to tell them that I'm disappointed that they have allowed an unproven director to demote Canin, who is going to stay here because he lives here. If this is step number one in getting rid of him, they can't expect any more money from me.

Glaser: Did you have much to do with the opera?

Hirsch: No. I just give to it. I was never involved with it. We always had tickets. No more. But we enjoyed it. We liked it. We went.



Glaser: Can you remember any of the more famous operas that were put on, or famous singers?

Hirsch: I can, but I'll only make one remark. I went one night when I didn't want to go. I think it was Susannah Miller, which I thought was one of the most beautiful operas I ever heard. You know, this fellow is always trying new operas. Well, of course, that's not a new opera. That's by Verdi. One night we were invited by friends of ours named Schirmer. The name of the opera was The Return of the Old Lady and was without doubt the worst performance and the ugliest music and the ugliest story I've ever seen in a theater or on the screen. So, that's the top and the bottom, as far as I'm concerned.

Glaser: Did you say that was Susannah Miller?

Hirsch: I think that's the name of it, by Verdi. I have the records at home. Beautiful! Absolutely beautiful!

Glaser: You have been right at the center of the cultural life in San Francisco.

Hirsch: I hope so. I hope so.

Glaser: Has it developed or has it regressed over the years?

Hirsch: You have to realize I'm much less active than I was.

Glaser: But I think you probably keep abreast by reading about things.

Hirsch: Well, I try to. For example I'd rather go to a Eugene O'Neill play than any other play, and I've seen all the Shakespearean plays. But in the paper yesterday it showed that they are going to bring back musical comedies of the thirties and the forties, because I think that they're not getting the stories or the music that they did get. We had some greats, both in writing and in composing, and I think that there's a shortage of those people now. I think that's one of the worries. I don't know what's happened, but I think that the addition of this music center will help.

Glaser: Of course, the cost of putting something on now is so tremendous that producers have to play it very cautiously to make sure that they have a commercial success.

Hirsch: Oh, when you think of the cost of going to see it, you have to be cautious too--\$22.50 for tickets.

Glaser: That's right. Of course, it's much worse in New York than here.

Hirsch: Well, I think it's high enough here. But people want entertainment; there's no question about that.



Glaser: Yes, surely. Was San Francisco always a good theater town?

Hirsch: It was. I don't know if it is now. I think it is.

Glaser: You mentioned Eugene O'Neill. I think his father used to act in San Francisco with road companies, did he not?

Hirsch: I don't remember that, but I can remember Frederic March, and I can remember the present one, you know. He was married to Lauren Bacall for a while. A great actor, the one that plays O'Neill.

Glaser: Oh, Jason Robards.

Hirsch: Yes, yes. He's a good actor. But, you see, going back, you had these great combinations, like Lunt and Fontanne. They had great shows.

Yes, I've tried to stay in the cultural life, and I've supported it.

#### Grand Jury Duty

Glaser: I understand that in the forties you had grand jury duty.

Hirsch: Oh, yes. Judge Harris made me go on the grand jury--I tried to get out of it--in 1943. There were nineteen members, and what I hated about it was that they were all looking for something, a political appointment, later. The only two independent voters on the grand jury were the old man who was head of the Fireman's Fund, Charles Page, and me, and the votes were usually seventeen to two.

I knew the presiding judge, Al Fritz, and he always tried to impress us with the power and the dignity of the grand jury. So, I thought I'd test it out. We had these birdcage traffic signals at the time, and I noticed that the cars would go through the red light almost invariably. So, I prevailed on the foreman to make that one of our topics for discussion and correction. Every week he had somebody else testify, and after about fifteen weeks the secretary of the carmen's union testified, and he was very quick about it. He said, "If you give a citation to any of our motormen for going through a red light, we'll tie up the car system. We'll stop all the cars while we get the names of everybody in the car who could be a witness. We'll paralyze the city." And that was the end of the power and the dignity of the grand jury, because we collapsed and nothing happened.



Hirsch: I happen to be very friendly with ex-mayor George Christopher. He did not know that I had done this, and some years afterwards he tried the same thing, and he got the same results that I got. I had a pretty good laugh with him.

So, I felt that my year on the grand jury was wasted among a cross-section of men that I wouldn't want to see socially, a cross-section of men who were out to see what they could get, if anything.

Glaser: How is a grand jury selected?

Hirsch: Well, each judge gives a certain number of names, and the names are drawn out of a hat, and the respondent comes up and hands us questions.

I tried to get out of serving, but the judge said, "No, I know you. We belong to the same rowing club. You have no reason not to serve." So, I served.

Glaser: Were you able to take care of your business at the same time?

Hirsch: Oh, you did that at night, and the nights would get so long. So, it didn't hurt me, but it didn't help me. It disillusioned me because the system is wrong, and they don't want to correct it because it serves a useful purpose. It acts as an outlet for people who want to have something to say and be listened to. But if the grand jury terminates--and this has been brought up for discussion--the matter is not passed on for continuance by the succeeding jury.

The only interesting parts of it were the criminal cases that were presented. Les Gillen represented the district attorney's office on criminal cases, and he was very melodramatic. There had been a murder on Treasure Island. Ex-police chief Quinn, whom I liked, was security officer at Treasure Island during the war, and he testified. That was a good night to be there. It was interesting and dramatic. But as far as accomplishing anything, we could only take a big zero.

Glaser: Were you serving at the time of a drug case involving Gene Krupa?

Hirsch: Yes. [pauses to think] I'm trying to think of the attorney's name. He died.

Anecdotes: Jake Ehrlich, Lou Lurie, and John Elsbach##

Glaser: Was Melvin Belli connected with that?



Hirsch: No, no. He lived in the same apartment building as I lived in-- Jake Ehrlich. Jake Ehrlich defended Gene Krupa. Jake always wore a starched white handkerchief about six inches out of his pocket. He was the attorney for the Policemen's Association. He had a lot of confidence in himself. We were neighbors, in the same building, and he would tell me how he went to work at five o'clock in the morning and was just getting home and had to go out again. But he marched into that grand jury room and cleared Krupa in about three minutes flat. Everybody was afraid of him.

Glaser: Why? Was he so powerful?

Hirsch: A colorful guy.

Glaser: I'm confused. Why would a drug case come before a grand jury?

Hirsch: Well, this was only for the indictment. He was picked up with drugs.

Glaser: I thought a grand jury had to do with civic practices.

Hirsch: Well, that's one of the things. But, you see, in a case like this, where Krupa refused to appear before a municipal judge admitting that there's a case against him, he has the privilege of asking for a grand jury investigation. Then if the grand jury decided to indict him, that settles what could have been settled in the municipal court. In this case, Jake came in, and he cleared him.

Jake drank too much, he had an unhappy life, and he didn't make the money he said he made. But he enjoyed publicity and was a great friend of Louis Lurie. He liked that. He didn't get anything out of it, because Lurie didn't use him. But to know him as a friend was very nice, if you let it go that far and no farther.

Glaser: What does that mean?

Hirsch: Well, I wouldn't want to get mixed up in anything with him.

Glaser: Was he a little shady? Is this what you're implying?

Hirsch: I wouldn't say that. I'd say he'd do anything to win a case.

Glaser: Well, what do you mean when you say that you wouldn't want to get mixed up in anything with him?

Hirsch: Well, I don't want him for my friend.

Glaser: His standards were not your standards? Is that the reason?

Hirsch: I would say we were different people. If I'd talked to him about some of the community affairs I'm talking to you about, he'd think I was crazy, but I liked him.



Glaser: Did you know Lou Lurie?

Hirsch: I knew him very well. I knew him in 1912 when he came here from Seattle.

Glaser: Excuse me, wasn't he from Chicago?

Hirsch: His brother lived in Chicago. He might have gone from Chicago to Seattle, but he came here. I knew his wife, Babette Greenebaum, very well. She was a nice woman. He treated her badly, and she took to drink. In the late twenties, at Tate's at the Beach, where we all went, she would play the drums. Lurie made friends with Herbert Fleishhacker, who financed a lot of buildings that he constructed and sold, and as years went along we saw each other.

One night I called on him at the old Ritz Carlton in New York because he wanted to give me some theater tickets. He was all alone and wanted me to stay with him, which I would not do, and he said, "You know, Marce, I'm scared stiff that we're going to get these two buildings in Chicago. My brother George bid on two new buildings on LaSalle Street, opposite each other." George got a peek at the bid by one of the insurance companies, and they raised it a little and got the two buildings and made millions off each one.

I refused to go to Lurie's lunch table at Jack's because I did not want to be in debt to him.

In 1944, which was the first year I was chairman of the campaign committee of the Jewish Welfare Fund, nobody would take his card, so I did. I went to his office at 333 Montgomery Street, and he backed away from me around the office. I said, "Lou, I can't walk this far." I called on him nine times, because he hated to give money, and on the ninth time I went there I saw one of the town's bums come out of the building wearing one of his suits. The man's name was Barney Ferguson.

I went up to Lurie, and I said, "Now I know why you're not giving the Jewish Welfare Fund any money. You're taking care of Barney Ferguson, who's a bum, and you're probably taking care of twenty more like him, and that's your idea of charity. We're going to have our kickoff dinner tonight, and I expect to hear from you." And, believe it or not, that night he sent \$25,000 in a check to the dinner; and in 1944, \$25,000 was a good gift.

But people always had trouble trying to get money from him. One day my wife said to me, "Why don't you ever see Lurie?"

And I said, "I'll tell you why. He's got so much money that he can't count it, and he isn't doing anything for anybody. He makes everybody think that he's the head of the Damon Runyon Cancer Fund, and he hasn't given it anything."



Hirsch: I know, because when we were at Milton and Ethel Loeb's for dinner in New York, a retired doctor, a surgeon who no longer operated because of an accident that impaired his eyesight, asked me if I knew a bum in San Francisco by the name of Lurie. And I said, "Yes, I do."

"Well," he said, "Just to keep myself busy, and I don't think I'll do it much longer, I'm acting as executive of the Damon Runyon Cancer Fund. So, I took a trip to San Francisco and asked Lurie for \$1 million. He finally got me down to \$150,000 and said he'd give it to me the next time he saw me, and to this day he has never given one penny."

So, I said to Ruth, "I can't go to see him because, even though he's sick, I've taken a dislike to him because he could have given a theater to San Francisco. He could have given something to San Francisco. But he's a miser, and I've lost all my respect for him, and I cannot go to see him." So, that's my story of Louis Lurie.

Glaser: Tell me about John Elsbach.

Hirsch: God, that would take a whole sitting. I have a picture of John Elsbach at the 1915 Exposition. John is five years younger than I, so he must have been ten at the time, and he was the center of a picture which included Luther Burbank, Thomas Edison, and Henry Ford. I don't know how he met them, but each one wanted to take him home and educate him. Some years later, he went to live with Governor Edison in New Jersey, and they tried to educate him, but he found that the San Francisco Chronicle was going to give a grand piano to the person who got a certain number of subscriptions, so he left the Edisons and came home and won two grand pianos.

Glaser: Two?

Hirsch: Yes. I don't know how he did it. He always did things. And he's as honest as the day is long.

Glaser: Is he still alive?

Hirsch: Sure. He's on a trip to South America.

He was in World War I, underage, and his captain was Dwight Eisenhower. He worked in his family's dry goods store on Fillmore Street, but he did not like that and decided to take up interior decorating. When he was very young, he married Edna Peckham, who was a Catholic. She was a tall, stately, beautiful girl. He did so much interior decorating at less than the cost that he went bankrupt, and he and Edna went to Los Angeles.



Hirsch: He finally got a position selling real estate, and I know that in the first few years he sold the Talmadge Apartments three times and the Townhouse twice. Meanwhile, he began to run around with other girls, and he had a great ability to meet people.

Grace and I would see them every time we went there. One night, after we had drinks in our rooms at the Ambassador, we were going to the elevator, and Edna quietly slumped to the floor because she drank too much, and that was the start of it. They had a beautiful home on Los Feliz Boulevard.

Then World War II came along, and he was made an officer in charge of selling war bonds. The extent of his activities was to spend one weekend in Paris and one in London, where he claims he took coffee from London to his friends in Paris, and lingerie from Paris, where he claims he gave it to Marlene Dietrich. He made a close contact with a man who became a general named Koenig.

He came home from the war and became a broker. The first deal he made was to sell an aluminum project controlled by a family named Horowitz who changed their name to Haley, or something like that, and he made \$500,000. We used to meet in Uncle Fred Patek's apartment, and one of our great friends, Newton Stern, said, "I don't believe you made \$500,000 commission."

Whereupon John said, "Well, I just happen to have one of the checks, and I'll show it to you, because it's payable over seven years."

Then the telephone rang, and it was long distance for Mr. John Elsbach. I'm putting it this way because we never quite believed what he told us, but he could never be ruffled and was always willing to prove it. Dan London, manager of the St. Francis hotel, said, "Who is this general you're talking to, that's calling you?"

He said, "General Eisenhower."

So, Dan London said, "Ask him if he'll use the St. Francis as his headquarters."

John asked the general, and the general agreed, so it was all true.

I had a cousin named Bill Furth, who was managing editor of Fortune for fourteen years and who died too soon, and I corresponded with him and helped him get information. So, he asked me if I could send him anyone that could tell him about the family that controlled Cypress Mines. So, I said, "I'll have John Elsbach come in to see you, because I was with him and one of them not long ago at lunch."



Hirsch: According to Bill, he turned around in his chair, and he said, "Quit telling me about Cypress Mines. Tell me about John Elsbach," and three and a half hours later he had the material to write a sixteen-page article on John that appeared in Fortune.

The couple who wrote the article interviewed Grace and me three times because they said, "We always interview sources of information, but we're asking three times because we have learned to like this man so much that we're in fear of believing things we should not believe." But that's the way he had with people.

He and three others and I bought the La Quinta properties, and General Eisenhower used the cottage owned by one of his friends, George Allen. They should have allowed John to run La Quinta, but there was jealousy. We built a golf course and a beautiful golf clubhouse. But the expenses exceeded anything we thought would develop, and I suggested to John that he and I get out of it, which we did.

Glaser: Where is this located?

Hirsch: La Quinta is in southern California near Indio, today very successful.

John had a house on the golf course and did a lot of entertaining there, and at the same time he built a house for his mistress, because he always had to have one. She was a pretty uncouth woman, not a pleasure to know, but they went together until she died.

John telephones me every week, and one night he telephoned and he said, "I'm lonesome."

I said, "What do you mean you're lonesome?"

"Well," he said, "I just got back from dinner, and Edna's not here."

So, I said, "Well, you haven't had dinner with Edna in twenty-five years. What makes you lonesome? You must be crazy."

Meanwhile, he ended up with another woman, who has a lot of money, which he will have no part of, and who I think is terrible.

Now, this is the remarkable thing about John. At seventy-nine, he was retired, with the exception of what projects he had to go along with, when the second-largest real estate firm in Los Angeles called him and said, "We want to make you executive vice president." So, he agreed to work for two or three hours a day. They wanted him because people with large sums of money, like the Bronfmans from Seagram's in Canada, were in California to spend hundreds of millions of dollars on real estate, and at seventy-nine John is overseeing that. But he must play bridge in the afternoon.



Hirsch: I could think of a hundred more things. But he's a remarkable guy, in money and love.

Glaser: I understand he tells people things they can't believe but that always prove to be true.

Hirsch: I referred to that. You maybe won't believe him, but he proves it. He's got the patience. He doesn't get angry. He's a terrific guy.

Glaser: Then his is a gift for friendship.

Hirsch: He can get in with anybody he wants to get in with, and he knows everybody, and he has a good reputation. He and I had some money coming back from La Quinta. I never had anybody watch out for a few dollars the way he did.

Glaser: I've never heard of him. Is he well-known in San Francisco?

Hirsch: Not here anymore. There's one brother here, the other brother died. They were related to my first wife. The mothers were sisters. He went to Los Angeles and left everybody behind here. But, I'll tell you, he can go into the biggest places in the country, and they're glad to see him.

##



IV JEWISH CHARITY ACTIVITIES  
[Interview 4: 15 February 1980]##

Jewish National Welfare Fund

Hirsch: I want to add something to this. It's about my mother.

Glaser: Fine.

Hirsch: My mother never had any material wealth, but my mother was a woman whom everybody wanted for what she could give to them. She raised Helen's grandchildren and when they were raised, we didn't know what to do with her. So we put her in the Richelieu Hotel.

Weintraub: That's on Van Ness.

Hirsch: Yes. There were a dozen women like her, widows, and they never closed their doors. They watched television together. They played bingo at St. Mary's together. But she was always in demand.

Glaser: Did you want to tell me more about your mother?

Hirsch: I think you can enlarge on that.

Glaser: Well, I'm not going to enlarge on anything at all. It's what you want to say.

Weintraub: What period of time was this, Marce?

Hirsch: [long pause to think] Well, it would have been in the forties.

Weintraub: That's close enough.

Glaser: I want to ask you about the beginning of your activity in the Jewish organizations. Would this go back to the time of your marriage? Would it be around the Depression years?



Hirsch: It would start around 1930, under Judge Sloss as head of the Federation of Jewish Charities. When Judge Sloss was succeeded by Jesse Lilienthal, Jesse Lilienthal took an interest in me and taught me all kinds of things. He was canny, smart, and saw that I had possibilities as a worker. But actually the head of the Jewish National Welfare Fund became Walter A. Haas, and with Walter A. Haas was an executive secretary named Annette Saber. She was a person who never needed to write anything down. She kept all important information in her head, things like phone numbers, the size of contributions, etc.

Weintraub: Well, you're jumping around a little bit there. Let me backtrack on it because of time. Are you talking about the old Federation of Jewish Charities, or are you talking about the old Jewish National Welfare Fund?

Hirsch: The Welfare Fund.

Weintraub: The old Jewish National Welfare Fund, when Mrs. Saber was the executive secretary of the Fund and when Judge Sloss was the president of the Fund and was succeeded by, did you say, Jesse Lilienthal?

Hirsch: No, I think that Walter succeeded him [1944-1947].

Weintraub: Walter did? Walter A. Haas?

Hirsch: Yes.

Weintraub: All right. And this was before Sanford Treguboff came into the picture? Is that right?

Hirsch: Right.

Glaser: Mr. Treguboff came in with the merger of the Fund and the Federation, did he not?

Weintraub: No, he came in before the merger. Treguboff came into the picture way back, before World War II; he was the executive head of the local Emigre Service and so he was tied in with the Jewish Family Service Agency which had an organic connection with the Emigre program. Then he went to serve in World War II. After the war, he replaced Annette Saber as executive secretary of the Jewish National Welfare Fund well before the merger. The merger between the Federation and Welfare Fund didn't take place until '55, and we're talking about '45, '46.

But was Marcel talking about the Federation of Jewish Charities or the Welfare Fund? I suspect Federation since he was president of the Federation during the 1940s.



# Jewish National Welfare Fund of San Francisco

512 MILLS BUILDING, ZONE 4 - - - Telephone SUtter 3082

## Nazi Sub Seizes 2 Americans at Sea

PHILADELPHIA, May 31 (AP). A German submarine stopped the Portuguese passenger liner Serpa Pinto, carrying refugees, in mid-ocean last Friday, took two American citizens prisoners and threatened to torpedo the vessel, the Fourth Naval District announced today.

The submarine crew took all 385

passengers and crewmen off the vessel and then, after they had spent seven to nine hours in life-boats, decided against torpedoing and permitted the vessel to continue to Philadelphia.

The refugees, Europeans bound for Canada, were traveling under sponsorship of American Jewish Joint Distribution Committee.

Reprinted from S. F. Call Bulletin, May 31, 1944

The above news release tells a poignant story. Three hundred and eighty-five refugees . . . who are they? We can't give you official data or case histories. We know, however, that they are Jews who embarked on this journey to freedom with the help of the American Jewish Joint Distribution Committee.

The J. D. C. is just what its name implies, a Committee, distributing funds raised by American Jewry, through annual Welfare Fund campaigns. This is just one, although the largest, beneficiary organization of your Welfare Fund in San Francisco.

We are anxious to complete our Annual Appeal so that we can contribute our share of mercy dollars to continue the work this year, not only of the J. D. C., but of 50 other organizations devoted to the welfare of our people.

"Time and tide wait for no man." Please fill in the enclosed pledge blank today. Remember, you need not pay now—your subscription can be paid at your convenience throughout the year. Give MORE than you can afford and GIVE IT TODAY!

Harold Hirsch



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*Yanush National Welfare Fund of San Francisco*

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512 MILLS BUILDING, ZONE 4 - - - Telephone Sutter 3082

May 22, 1944

TO ALL MEMBERS AND FRIENDS OF THE  
JEWISH COUNCIL OF SAN FRANCISCO AND THE BAY AREA:

Dear Friend:

We have been of the opinion for some time that we should request financial support of our annual campaign from each and every member of your group.

We have in the past several years increased the number of contributors represented by membership in your organization. However, we are attempting a program this year, with the sanction and co-operation of your Welfare Committee to elicit a subscription from all the members of your group.

You are doing a grand job for the war effort through U.S.O., the Red Cross, the Blood Bank and other important community projects. Another job remains to be done and that is to join with the Jewish community of San Francisco in its program to raise funds for approximately fifty organizations, who would otherwise each conduct an independent campaign in San Francisco if it were not for the Welfare Fund.

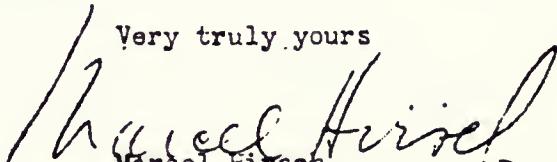
I know that your lives have been greatly affected by the catastrophe that has overtaken our people. You were a victim of oppression. It is for that reason that I know you will want to do your share now to integrate yourself into the community life of San Francisco and to assist this cause that is sponsored by the Jews of San Francisco from all walks of life. In that way the fullest possible support will be forthcoming to aid all stricken Jewry.

It is our intention to credit your subscription to the Council Committee so that when the campaign is over we shall have some tangible evidence of your awareness of our problems and your willingness to assist. I am enclosing a pledge blank and would appreciate your giving same your immediate attention.

Remember, this will be your contribution for a 12 month period. There is a possibility that you may not have received our publicity and for that reason I am enclosing one of our folders which will give you some idea of the tremendous scope of this Fund.

Very truly yours

Marcel Hirson  
CAMPAIGN CHAIRMAN





# Jewish Welfare Fund of San Francisco

512 MILLS BUILDING, ZONE 4 . . . Telephone SUTter 3082

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PRESIDENT  
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SECRETARY

1945 APPEAL  
MARCEL HIRSCH  
CAMPAIGN CHAIRMAN

March 13, 1945

Dear Friend:

I wish that you would attend a meeting at Temple Sherith Israel on Thursday evening, March 15th, at 8 o'clock sharp.

The speakers will be Henry Montor and Eddie Cantor.

You have probably received a notice of this meeting, but I want to emphasize the importance of the messages that these two distinguished gentlemen will deliver.

We are preparing for the annual Welfare Fund campaign, and the information which these gentlemen will impart will be informative and stimulating.

Naturally, there will be no solicitation at this meeting. This is a rare opportunity to hear two remarkable gentlemen on the same program, and I urge you as a co-worker in the 1945 campaign to come and bring your friends.

Sincerely,

*Marcel Hirsch*  
Marcel Hirsch  
Campaign Chairman



Hirsch: Well, we'll get around to that.

Weintraub: It does seem as if Marcel is talking about the Jewish National Welfare Fund and is putting himself into the picture before he became campaign chairman for the Fund.

Glaser: Yes. I'd like to have a bit of that background. I'd like to find out which were the popular philanthropies in the early years and more about the movers and shakers, other than those you've mentioned so far.

Hirsch: Well, there were really a few of us who were involved. Annette Saber had a half-time secretary and a tireless campaign leader, Newton Bissinger, who took all the "A" names for solicitation. He had their names on piece of yellow paper and would disappear for a time. We wouldn't know where he was but when he came back, he had with him a list of pledges made by these donors.

Glaser: Did you say he took the "A" names?

Hirsch: Advance gifts. We worked like a little team. There were four of us who worked all the time. Mrs. M.C. Sloss, wife of Judge Sloss, worked through Leo Rabinowitz and every year she wanted five hundred dollars each for the Palestine Symphony and the Menorah Journal. Leo was the only Zionist working with us and everybody respected him.

Weintraub: This is Leo Rabinowitz, you know, Bert's brother.

Glaser: Yes.

Hirsch: And they allowed Mrs. Sloss the amounts for the Palestine Symphony and Menorah Journal in return for her enormous work on the campaign.

We had our meetings in a little room in the Mills Building and it was confined, in those days, to mostly women workers, sort of get-together events for the women workers.

President, Federation of Jewish Charities, 1947-1948

Hirsch: As time went on, I was bitten by the bug. I loved what I did. And all the things seemed to happen at one time. I became president of the--[long pause]

Weintraub: Federation of Jewish Charities.

Hirsch: Federation of Jewish Charities.



Weintraub: Well, that was about '48.

Hirsch: Forty-eight.

Weintraub: Right. But just stop for a minute and go back, because of your mention of Judge and Mrs. Sloss. The significance is that your campaign contacts with them had to be before '48 because it had to be before the creation of the State of Israel. They became very strong American Council for Judaism members, as you know, and would not have worked on the Welfare Fund campaign from 1948 on.

Mrs. Glaser asked you a question before, Marce, about some of the causes in which you were interested which were the popular charities that were supported by the Federation at that time, say, before '48, since the Welfare Fund was supporting primarily the non-local agencies at that time, was it not? The Federation was supporting--what?

Hirsch: There were nine agencies.\*

Weintraub: I know the Center was not then in the Federation. It went directly to the Community Chest for funds.

Hirsch: That's right.

Weintraub: Well, which were the popular ones? Jewish Family Service?

Hirsch: Family Service.

Weintraub: Well, there was also the Jewish Committee for Personal Service at that time. Do you remember? It worked in the prisons and in the mental institutions and was later merged into the Jewish Family Service Agency. Remember?

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\*In 1955, prior to the merger with the Jewish National Welfare Fund, the Federation of Jewish Charities supported the following agencies: Mount Zion Hospital, Maimonides Hospital and Hebrew Nursing Home, Homewood Terrace, Hebrew Home for Aged Disabled, Emanu-El Residence Club, Jewish Family Service Agency, Jewish Committee for Service to Emigres, Hebrew Free Loan Association, and the San Francisco Veterans Service Committee.



Relationship with Community Chest

Hirsch: That's right. Well, I got into that.

And to show you how the times have changed, one of my best friends, the closest, was Adrien Falk. Adrien was once president of the Community Chest.

Weintraub: Also of S&W Foods.

Hirsch: Adrien taught me how to create my own private brand in my own business.

The Community Chest cut the allocation to the Welfare Fund by 25 percent.

Weintraub: To the Federation, because the Welfare Fund was not a beneficiary of the Community Chest. It couldn't be.\*

Hirsch: So that was the first time I ever had any argument with men like Edgar Sinton, Walter Haas, and others who said, "If you fight the Community Chest, you will bring about an anti-Semitic feeling." Sylvain Kauffman had preceded me as president of the Federation.

Weintraub: S.S. Kauffman.

Hirsch: He was a fighter, a great man.

Weintraub: Where was A.J. Schragge in this?

Hirsch: Not in the picture yet.

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\*"The San Francisco Jewish Welfare Fund was inaugurated through Federation sponsorship in 1925 to introduce orderly and equitable financing of appeals for non-local causes, and for local purposes which were not eligible for Chest membership--such as the Jewish Education Society. In 1949 the Fund also took under its wings--for what is known as "deficit financing"--all of the agencies of the Federation. Federation needs by this time had outgrown Chest allocations, and it became necessary to secure additional funds by participation in the Jewish Welfare Fund." Jewish Community Bulletin, March 11, 1955.



Weintraub: Where was Lloyd Dinkelspiel in this? You don't mention his name, yet Lloyd has a whole history of connection with the Welfare Fund, being campaign chairman at one time. Am I right?

Hirsch: Yes, but later.

Weintraub: Oh, okay.

Hirsch: We went to the Community Chest and I remember Adrien said, "You know, Marcel, you're in the habit of getting what you want, but you're not going to get it here."

Whereupon A. Crawford Greene, a fine man, a WASP, said, "Well, we wanted to start some new agencies and we just knew that the good Jewish people would not mind us cutting their allotment so we could have the necessary funds."

And Syl bellowed at him, and he said, "You're not going to get the funds at our expense." And we got the whole cut restored.

Glaser: Did it make it more difficult to go to the Community Chest for more funds when a Jewish man was the head of the Community Chest?

Hirsch: Adrien thought it might make a difference, but it didn't.

Glaser: There was a feeling of not rocking the boat, wasn't there?

Hirsch: But I'm trying to make the point that in my book I felt we had the right to object and should not have funds taken away from us, that we had a right not to receive less in allocation than the Jewish community contributed to the Chest.

Now, that was settled when I went to Walter [Haas] and he went down to the Community Chest--he was always the largest donor--and found that seven of the ten personal gifts, the largest, were given by Jews. That changed his concern about antagonizing the Community Chest.

Then Judge Weinberger from San Diego couldn't take the office of President of the Western States Region of the Council of Jewish Federations and Welfare Funds, and I was nominated in his place. And then Lou [Weintraub] came out here and was the executive of the council.

Weintraub: Yes, but back up now, because that's already now '48, unless you want to turn to '48. What about when you were active with the Federation of Jewish Charities, because your association there ended in '55? Did you discuss this?

Glaser: No, we haven't.



# FEDERATION OF JEWISH CHARITIES

OF SAN FRANCISCO

1600 SCOTT STREET  
SAN FRANCISCO 18, CALIFORNIA  
TELEPHONE FILLMORE 6-4813

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May 12, 1949

Mr. Lloyd W. Dinkelspiel  
President  
Jewish Welfare Fund of San Francisco  
351 California Street - Room 500.  
San Francisco, California

Dear Mr. Dinkelspiel:

We have your letter of May 10. We deeply appreciate the action of the Executive Committee of the Jewish Welfare Fund in admitting the Federation as a beneficiary agency of the Fund for 1949.

We understand, of course, that this action and the addition of \$150,000 to the campaign quota does not involve a commitment concerning the amount which may ultimately be allotted to the Federation of Jewish Charities. We realize that the final allotment to the Federation can only be determined after the campaign has been closed and after normal budgeting procedure.

We thank you and your associates on the Welfare Fund for the splendid cooperation extended in attempting to meet the serious problem confronting Federation agencies this year.

Sincerely yours,  
FEDERATION OF JEWISH CHARITIES

*Marcel Hirsch.*  
Marcel Hirsch  
President

J. W. E.	
RECD BY: <i>[Signature]</i>	
MAY 13 1949	
BKPR	FILE



Weintraub: When you were with the Federation of Jewish Charities, you were the president, and I think it might be of some interest to recall some of the things you dealt with which are not part of the record.

President, Jewish Family Service Agency, 1945

Glaser: Prior to that, Mr. Hirsch was the president of the Jewish Family Service in '45.

Hirsch: Hyman Kaplan [executive director of the Federation and Jewish Family Service Agency], one of the great social workers of our time, was terribly sick, and there were weeks at a time when I stayed at his desk and worked with Miss [Ruth] McKendry, his assistant. There was a girl with the National Refugee Service, a beautiful girl, and she joined the social workers union and wanted to unionize the Jewish Family Service Agency. Hyman wanted to allow this and I was against it. I said, "I'll take a strike," and Hyman remained away from the agency. We had meetings of the case workers and their families every noon. We used the services of Sam Ladar and Tevis Jacobs, excellent lawyers. One day this girl let it be known she was a communist, so we fired her and the attempt to unionize failed.

Glaser: Why were you opposed to unionizing the social workers?

Hirsch: We felt that wage and employment conditions should be handled on a private basis. We believed that the time for unionizing charitable workers was not now.

Glaser: Was the agency affected by the war? Did it provide extra problems for you?

Hirsch: I don't think so. I think we had a good rapport between the Federation and Treg's Emigre Committee. All of us felt it would not be a good idea for there to be too many emigres staying on in San Francisco. We saw to it that they were relocated all over the country.

Weintraub: Are you talking about the refugees that came in from Shanghai? You're talking about those that came in through United Service for New Americans, which had an office in San Francisco, and they were bringing them in from the Orient, weren't they?

Hirsch: Yes.

Weintraub: And some of them, if I remember, were going in sealed trains across the country. Did you know that?



Glaser: No.

Weintraub: Yes. USNA had an arrangement, I believe, with the U.S. government where the emigres could be accepted in San Francisco only for transshipment to New York. Thus, in order to avoid any possibility that some might be left off enroute, the trains were sealed between San Francisco and New York. In fact, I know of a United Service for New Americans caseworker who accompanied such a sealed train from San Francisco to New York. By the time the train arrived in New York, she was engaged to be married to one of the refugees. I happen to know this because she was a personal friend and I had dinner with both the case worker and the refugee after their marriage.

The refugees came through San Francisco since this was the closest point of disembarkation from Shanghai. United Service for New Americans was assigned to provide the necessary services. To do this, they actually created an extension of their agency in San Francisco. They sent out case workers and similar staff so that the refugees could be processed properly. I think that when Marcel talks about placing refugees throughout the country he's referring to refugees which went from Shanghai to San Francisco to New York, and then were relocated by New York USNA in cities throughout the United States. Isn't that what you're referring to, Marce?

Hirsch: Yes.

Glaser: Did you have any difficulty in getting staff during the war years for the Jewish Family Service Agency?

Hirsch: No. Hyman [Kaplan] was so great that people wanted to work for him. He had a wonderful secretary, Miss Herschkovitz.

Weintraub: Yes. Florence Herschkovitz.

Well, I think the fact is--is it not, Marce--that most of the casework staff were women.

Hirsch: Oh, yes.

Weintraub: And since they were not joining the military as WACs or Waves, they were helping out on the home front.

Glaser: Then they didn't become Rosie the Riveter.

Weintraub: Exactly.

Glaser: It was in '45 that you were president, Mr. Hirsch--



Weintraub: Well, I think you've got to remember that when he talks about the Jewish Family Service Agency and then about the Federation of Jewish Charities, there is an interconnection, a blend. The distinctions between the two often become blurred.

You see, Hyman Kaplan was the executive of the Jewish Family Service Agency and the Federation of Jewish Charities and then later the Jewish Committee for Personal Service and then the Emigre Committee. So often one didn't know which "hat" a person might be wearing. Apparently, Mr. Hirsch went from the presidency of the Jewish Family Service Agency, where the executive was Hyman Kaplan, to the presidency of the Federation of Jewish Charities, where the executive was Hyman Kaplan. Hyman Kaplan was also the executive head of the Jewish Committee for Personal Service and the Emigre Committee.

Glaser: So Mr. Hirsch wore several hats also.

Weintraub: He wore several hats too; that's correct.

And I'm not so sure, when Marcel talked about the unionization problem, whether the Jewish Family Service Agency and the Federation of Jewish Charities and the other agencies were affected.

Hirsch: Just the one.

Weintraub: Just the JFSA [Jewish Family Service Agency]. Okay. I'm sorry. I didn't mean to interrupt you.

Hirsch: You're supposed to.

Weintraub: Well, no. I'm supposed to interrupt you, Mr. Hirsch, but not Mrs. Glaser.

Glaser: That's quite all right. Do you have more to add about the Family Service?

Weintraub: No. I came into the picture, of course, in '48, so what I know of prior to that was basically history; I had only indirect relationship to those events. Organizationally, it was a strange kind of arrangement: here's a separate Welfare Fund on one side with Sanford Treguboff the executive, and before that, Annette Saber; on the other side there was the Federation of Jewish Charities with Hyman Kaplan as executive.



Campaign Chairman, Jewish National Welfare Fund, 1944, 1945 and 1951

Glaser: I wanted to ask you about fund raising during the war, Mr. Hirsch, because you were the campaign chairman in '44, '45. It must have been rather difficult due to the wartime.

Hirsch: No. The campaign was rather social and dominated, I think, mostly by women who liked to come to meetings. They did give considerably though. What did they give? Half a million dollars?

Weintraub: I don't know.

Hirsch: Something like that.

Weintraub: Well, if I recall, Marce, when you were chairman--I don't know whether it was for one year or two years--I think it was the only time that the campaign was almost exclusively conducted by mail, wasn't it? Wasn't that right, during the war years?

Hirsch: I don't remember. We had men like Sam Jacobson. Sam Jacobson came from nowhere and made lots of money. He'd always surprise us. He'd go out and would raise larger amounts in campaigns than we expected, and he'd always say, "Not enough."

I think we ought to bring out the fact that the Jewish Education Society got into a lot of trouble.

Weintraub: What kind of trouble?

Hirsch: Dishonesty. They had a rabbi named--I forget. And it was Sam Jacobson who straightened it out.

Weintraub: That goes back a long time.

Hirsch: Yes.

Then I think that the upward surge of community organization came when you [Mr. Weintraub] came here and we started to organize all the communities. Now, Mr. Weintraub covered the whole western United States.



Glaser: That was with the Council of Jewish Federations and Welfare Funds, wasn't it?

Weintraub: Yes, from '48 to '56.

Hirsch: Now, I think he can tell you something very interesting.

### Jewish Community Leaders

Weintraub: No. I think she's more interested at this point, and properly, in knowing more about the local history, your connections with it, the people such as those you've mentioned--the A.J. Schragges, the Walter Haases. You said earlier that Lloyd Dinkelspiel comes into this picture at a point, and you and I know that Lloyd was a very important force in Jewish community work.

Hirsch: Lloyd was always in it--smart, wealthy, witty, able.

Weintraub: And in addition to Lloyd, another name that didn't surface was Dan Koshland.

Hirsch: Well, I never knew whether I thought Adrien Falk or Dan Koshland was the finest man I knew. Dan Koshland watched out for everybody. We had a masseur at the club and Dan said, "You're his size. When you have no further use for them, see that he gets your suits." He used to phone to me and say, "Give him a suit of clothes." However, Adrien and Dan were equal in moral stature and honesty. They were great citizens. I had a good deal to do with them.

Weintraub: Dan was one of Hyman Kaplan's closest friends, wasn't he?

Hirsch: Yes.

Weintraub: As Dan was to many.

Glaser: Was he active in fund raising?

Weintraub: Yes. However, Dan took pride in the fact that he successfully resisted being chairman of anything, in all his very active years. He was always deeply involved in all causes but disliked being chairman. Once, though, in we succeeded in catching him off guard and he became chairman of the Federation's Social Planning Committee. He never chaired a Welfare Fund or Federation campaign but always gave generously and always solicited key donors effectively.

##



Glaser: Why wasn't Mr. Koshland president of any organization?

Hirsch: Modesty.

Weintraub: He was, in fact, one of the most modest leaders that ever lived. And indeed he was a leader. There was no question that Dan was more humanistic than most and showed this in so many ways. He was active in almost every worthwhile enterprise and was on everybody's list of potential contributors to see. Any time anyone wanted to raise money for causes--Jewish, Israeli, or whatever--it was common knowledge that if one went to Dan he would give of his time, effort and money. He never wanted the number one role. He was always in the inner circle; he could always be counted on; he could always be depended upon; but he was never to be number one.

Hirsch: I was told he left \$30 million to the San Francisco Foundation.

Weintraub: This I don't know. He did something quite interesting, Marce. This has nothing to do with our conversation, but it's interesting since it depicts the manner of man he was. He must have left at least 150 individual bequests to individuals whom he considered to be friends, people that he related with on a social or professional basis. I spoke with his lawyer the other day and I understand that Dan would keep adding codicils to his will which in effect stipulated that his friend, so and so, was to be remembered for so many dollars, etc. Everybody who was named and was notified after his death was pleasantly and unexpectedly surprised. However, that was the unusual nature of an unusual man, Dan Koshland.

I want to ask you about another person whom I know you knew and still know, and a person who bridged the gap in the Jewish community between the leadership of your generation and the younger leadership. Who am I talking about? How about Bobby?

Hirsch: Well, Bobby came along--

Weintraub: Bob Sinton.

Hirsch: Yes. Smart. I liked his father, Stanley.

Weintraub: Sinsheimer. Did his father give up his name, or the one before him? He was Sinsheimer.

Hirsch: No, his father was Sinton.

Weintraub: It was already Sinton?

Hirsch: I merged the Concordia and the Argonaut with Stanley Sinton.



THE

# CONCORDIAN

Published by Concordia-Argonaut, San Francisco, California

EDITOR: RICHARD A. COLSKY

VOLUME I, NUMBER 3 DECEMBER 1974

**PROFILES**

## Distinguished Concordian... MARCEL HIRSCH

Given a small amount of reflection, one could easily conclude that Concordia-Argonaut is the only social organization in San Francisco where respectable Jews can be admitted without question. **Marcel Hirsch**, who might aptly be called the "Dean of Concordia", is one of a handful of men who are responsible for creating Concordia-Argonaut and guiding its progress through the many years since its inception.

As a member for the last 55 years, Marcel has always taken a very active interest in Concordia, and served as its President from 1937 to 1948. It was during this period of time that for 3 years (1942-45) he served as Club Manager as well as President. Because of the unfortunate death of the Club Manager Norman Kelk, it became a necessity for Marcel to take over almost the entire operation of Concordia.

He would arrive at the Club at 7 a.m., work until 10 a.m., then go to his personal business, returning once again two hours later for lunch. His role in the growth and development of Concordia, then as now, was truly a labor of love, and he performed his duties with such ardor that in 1948 he was awarded the title of "honorary member of Concordia-Argonaut", an honor which has yet to be bestowed upon another member.

Subsequent to the expiration of his tenure as President he has never been a member of a board or committee of the Club. He has, however, been



the initiator of countless ideas and suggestions on how to improve every facet of Concordia life. Even now he is working on a plan to create an even greater involvement of the total member family in Concordia.

With a growing membership and the recent significant interest in women's use of the Club facilities, Marcel suggests the possibility of selling the current Club property and moving to a location more suitable to the expanded needs of our membership.

He sees this proposed move as one which would give the members' entire family an opportunity for use of all Club facilities, as well as create a meeting place for local Jewish Federation organizations. Marcel feels that

CONTINUED ON PAGE 4



## Distinguished Concordian, Continued

Concordia should want to serve the agencies of the Jewish community, and it is to this end, as well as to the overall needs and desires of Concordia members, that he is working.

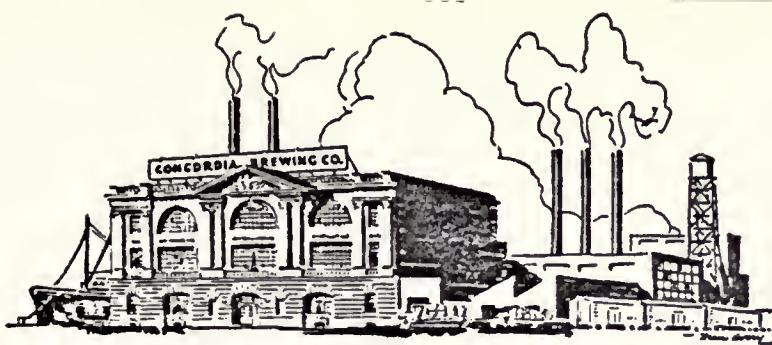
Through the years Marcel has, of course, been intimately involved with Jewish life in San Francisco, and has served the Jewish community in a variety of ways. In 1944, '45 and '51 he was Campaign Chairman of the Jewish Welfare Federation; in '45, President of the Jewish Family Service Agency; in '47 and '48, President of the Federation of Jewish Charities; in '48 and '49, President of the Western Region of the Council of Jewish Federations; for the past 12 years, President of the Jewish Bulletin; currently a member of the National Executive Council of the American Jewish Committee. Marcel's activities have also covered work for the Community Chest, USF fund raising, St. Vincent De Paul, and The Columbia Park Boys Club.

As is generally known, Marcel was very successful in his personal business, operating an industrial chemical company, Patek & Co., for 43 years, finally selling out to Amerace Corporation in 1968. Marcel is presently a member of a number of other Clubs, among them the World Trade Club, French Club, La Quinta Golf and Country Club (where he is a Charter member), and the Commonwealth Club. As in the past, he continues to work actively in all these Clubs.

Clearly, Concordia-Argonaut has meant a great deal to Marcel Hirsch, and Marcel Hirsch has meant and continues to mean a great deal to Concordia. Marcel feels that Concordia-Argonaut must have a source of supplemental funds. He feels that members should will money to the Club and is preparing to address members on this subject.

It is indeed rare today to find a man who has such deep personal feeling for any social organization. We of Concordia feel grateful to have such a man among our membership, and we salute him!





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*San Francisco, California,* March 30, 1933.

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So it's beer by the keg — and Kelk's food by the ton Wednesday night, and that isn't all. Look who will grace the speakers' table:

Albert Einstein  
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Dinner at 7:00, \$1.50.

ENTERTAINMENT COMMITTEE



Weintraub: Did Marcel tell you he was president of the Concordia?

Glaser: Yes.

Hirsch: We were both drunk. Stanley Sinton and I, up at Cal-Neva. Bobby has always been valuable. He can only do one thing at a time, but he does it well.

We've always been disappointed in young [Robert] Lurie, not allowed to do things by his father.

We haven't said enough about Lloyd, yet Lloyd was in everything. He did the thinking; he did the acting.

Glaser: Wasn't Lloyd Dinkelspiel president of the Welfare Fund in '49, when you were the president of the Federation of Jewish Charities?

Hirsch: I guess so.

Glaser: Does that mean your careers in philanthropy went side by side? Were they parallel?

Hirsch: I had to, had to go over related matters with him. But he was so smart, so accepting. He was president of the Board of Stanford University and influenced the Stanford Hospital to move to Palo Alto. But he was on the inside of everything. Lou Weintraub and I never worked closely with Lloyd Dinkelspiel, however.

Merger of Federation of Jewish Charities and Jewish National Welfare Fund, 1956

Weintraub: Do you remember that he was also the president of the Welfare Fund when he and Joe Blumlein co-chaired the merger committee? Do you remember that? Joe was the president of the Federation and Lloyd was then president of the Welfare Fund. They co-chaired the merger discussions and Lloyd eventually became the first president of the merged Federation, the Jewish Welfare Federation.

Glaser: Did you have anything to do with the merger, Mr. Hirsch?

Hirsch: I was a member of the committee.

Glaser: How large was the committee?

Hirsch: Twenty. The worst thing I ever did was to suggest that he [Mr. Weintraub] be hired. [humorously]



Glaser: What's Mr. Weintraub going to say to that? [laughing]

Weintraub: Well, you pay our price, you know, for lots of things. Of course, that was in '56. There was already the merger. I had served as consultant to the merger committee and then I was asked to join the Federation as an assistant executive. That is what Marcel means.

Glaser: You came over from what, the Western Region of the Council?

Weintraub: From the Council of Jewish Federations, right.

But Marce, I'm curious as to whether--unless you've gone far enough--you have any more memories of the Federation of Jewish Charities itself, because outside of the union situation and outside of the relationship with Hyman--

Hirsch: Well, I think any organization that rescues and clothes people, sees that they receive relief when needed and offers direct help, in so many ways is a good organization.



## V SAN FRANCISCO JEWISH BULLETIN

Vice-president, 1946-1963; President, 1963-1975

Hirsch: I think we ought to touch on the formation of the Jewish Bulletin.

Weintraub: I think so, definitely.

[to Mr. Hirsch] Listen, how's your strength, because--

Hirsch: I can go a little longer. In 1946, Jesse Steinhart decided that the Emanu-El Bulletin should be purchased by those of us who wanted to buy stock, and we had a meeting.

Weintraub: Now, as I remember, Marce--and you were there; I wasn't--I was told that this movement to purchase the Bulletin was because the community leadership was afraid it was going to fall into the wrong hands.

Hirsch: Sol Silverman owned the Emanu-El Bulletin.

Weintraub: Right.

Hirsch: Walter Haas and his two brothers-in-law, Philip Lilienthal and Daniel E. Koshland, paid fifty-thousand dollars.

Weintraub: Walter Haas's sisters were Ruth Lilienthal, and Mrs. Daniel E. Koshland.

Glaser: Yes. And Mr. Haas and Mr. Koshland were cousins as well.

Weintraub: Exactly.

Hirsch: Jesse Steinhart wanted to keep the wrong type of Jewish papers out of San Francisco, and he asked Gene Block to take the job of editor of the Emanu-El Bulletin.



Weintraub: He was with the Examiner. Wasn't he with the Hearst papers at that time?

Hirsch: No. Gene was, by that time, out of the paper and he was head of the--

Weintraub: Jewish Community Relations Council?

Hirsch: Yes, and Gene became the editor of the Bulletin. A.J. Schragge was named president and I was named vice-president of the Bulletin and I continued until 1946. That's a very interesting story, because Gene proved very weak, and wouldn't spend any money to better the paper. His idea was to stay out of local controversies and not permit any argumentative material to appear in the publication.

So time went on and I paid a lot of attention to the Bulletin. We gave one copy to every Welfare Fund donor contributing five dollars or more, and we kept the paper going.

Ultimately, the problem became one of needing a change in the editorship and how to convince Gene to retire. So I said to John Steinhart, "I want Gene to leave, but I'll only move on it if he'll write a letter of resignation that the public will accept, because he is so well liked."

John said, "That should be easy. It shouldn't take more than five minutes."

And every time I asked Gene to do something, he'd end up by saying, "Give my son a raise."

Glaser: "Give my son a raise"?

Weintraub: Yes, Charley Block, his son, is the advertising manager of the Bulletin.

Glaser: Oh, I didn't realize he is Gene Block's son.

Weintraub: Yes, that's his son. The Bulletin, I believe, was Charley's one and only job.

Now, as you know, a lot of years have gone by with Gene as editor. Marcel is talking as if a year or two passed after Gene became editor and then the decision was made for a change. Actually, Marce, how many years are we talking about here?

Hirsch: Since '46.

Weintraub: He came in in '46. And what year did--



Glaser: Geoffrey Fisher came in in '69.

Weintraub: All right. So how many years is that? Twenty-three years. So it's not like yesterday or the day after that a decision was made for a change. Gene was well over 65 and had been with the Bulletin for twenty-three years when the leadership felt it would be better for him to retire.

Glaser: I understand that Mr. Hirsch found Mr. Fisher.

Hirsch: Well, Ernie Weiner, then public relations director of the Federation, located Fisher. I interviewed Fisher and his wife in St. Louis and brought them out here for a further interview. He proved satisfactory to all.

Weintraub: I think we had the employment interview in the apartment you lived in before this one, if I remember correctly.

Hirsch: Yes. It took me fifty hours to get a resignation letter from Gene. Fisher is a good man. He has to be watched, but he's a good newspaperman, and we've always been among the top ten papers since he took the editorship.

Glaser: Well, he feels that you were a very strong and helpful president because your main concern was the independence of the newspaper.

Hirsch: Well, that was because we felt later on that the Federation through Lurie wanted to take over the Bulletin and attend meetings of the board of directors.

Weintraub: Which Lurie?

Hirsch: Brian, the executive director of the Federation from 1975 on.

Weintraub: Well, this is much later. Wasn't there a much earlier attempt to take over the Bulletin by some lay people?

Hirsch: Well, we had a crisis in that one member, Jefferson Peyser, who wants to grab everything, had control of five votes and my group had four. He [pointing to Mr. Weintraub] was called in and found out that we had two vacancies. He devised a strategy whereby two very distinguished citizens, Marco F. Hellman and Walter A. Haas, would be asked to stand for election since it was doubtful that anyone would contest these names. I went to them and asked if they would serve. They agreed, and after they had been elected, they voted with our four and the attempt to take over the Bulletin was defeated.

Weintraub: Actually, the strategy of this was that there was a swing vote needed, and it had political implications which I don't want to go into here. The strategy worked only because certain board members,



Weintraub: for political purposes, could not oppose Messers Haas and Hellman, and therefore the ploy managed to work.

Glaser: A key to this involved Mr. Dobbs, did it not?

Weintraub: Harold Dobbs, yes.

Hirsch: The cute part of that was, Dobbs was running for mayor and Marco Hellman was his finance chairman so he [Dobbs] couldn't vote against him, and that's how Hellman got in, swung his vote away from the Peyser group. Then we gave our stock--

Weintraub: Yes, then they rewrote the bylaws and the stockholders turned their stock over to John Steinhart in his capacity of legal counsel to the Bulletin, right?

Hirsch: That's right.

Weintraub: And they reorganized the board and Marcel was made president. He remained president an awful lot of years, if I remember.

Hirsch: Yes. [laughter] We found out one day that nobody had a right to be on the board for more than six years, and I was for thirty-six.

Glaser: You were elected president in '61, and in '75 you told them you wouldn't be available for re-election.

Hirsch: That's right.

Glaser: A long time, and prior to that you were vice-president.

Hirsch: Well, we had a lot of good experiences on the Bulletin. But then later, when Lurie tried to have the Federation represented on the board, we told him no.

Glaser: As the executive director of the Federation?

Weintraub: The Federation, apparently wanting to have closer organic ties with the various local beneficiaries, pressed the position that one of its staff people participate in the board meetings of every one of the Federation's local agencies, and the Bulletin was one of these. They had already been complaining of their relationship with one of the staff members by the name of Norman Rosenblatt.

Hirsch: The stupidest guy I ever saw!

Weintraub: Perhaps. But the Bulletin had had this bad taste and felt threatened. They, therefore, said no to Federation staff involvement on their board.



**AFTER 30 YEARS**

# Hirsch Steps Down; Pioneer Of Bulletin

By Geoffrey Fisher  
(Jewish Bulletin Managing Editor)

After nearly 30 years as a member of the board of the Bulletin, and the last dozen years as president, Marcel Hirsch this week retires from a voluntary role that has for him been both a gratifying and fulfilling assignment.

His retirement from more than a quarter of a century of guidance and commitment to this newspaper which serves the Bay Area Jewish community comes at a time when the Bulletin has achieved national recognition as one of the nation's best American-Jewish weeklies. A year ago the magazine "Times Of Israel" conducted a poll which rated the Bulletin among the 10 best Jewish weeklies in the United States.

Hirsch has been involved with the fortunes of the Bulletin from the moment it was purchased in 1946. The men who bought the paper for the purpose of establishing it as a community enterprise were Walter A. Haas, Daniel E. Koshland and Philip N. Lilienthal, Jr.

At the outset, Hirsch was elected vice-president of the paper then known as the Jewish Community Bulletin and Emanuel. The first president with whom he served was A. J. Shragge. The first issue under the new organization was published Jan. 4, 1946.

In retiring from the board, Hirsch is joined by five other board members who have provided eminent service to the newspaper. They are Reynold H. Colvin, Elliot Steinberg, Daniel T. Goldberg, Rabbi L. Elliot Grafman and Irving Rosenblatt, Jr.



**Marcel Hirsch**  
Headed Bulletin 12 Years

Newly-elected as officers are John H. Steinhart, president; Mrs. Abraham Bernstein, vice-president; Mrs. Bernard Glickfeld, secretary; and Milton Jacobs, treasurer.

New board members are Mrs. William Bransten, Ronald Berman, Lawrence Goldberg, Richard Kaplan, Rabbi Herbert Morris and Melvin M. Swig.

Mrs. Ralph Rosenberg continues on the board.

Hirsch has been involved in a myriad of Jewish communal and civic service for many years. In 1944, 1945 and 1951 he was campaign chairman of the Jewish Welfare Federation; in 1945 he was president of the Jewish Family Service Agency; in 1947 and 1948 he was president of the Federation of Jewish Charities; in 1947 and

1948 he was president of the Western Region of the Council of Jewish Federations. He is currently a member of the national executive council of the American Jewish Committee. He has worked for the Community Chest, USF fund raising, St. Vincent De Paul and the Columbia Park Boys Club.

His own business career was as operator of Patek & Co., an industrial chemical company which he ran for 43 years, selling out to Amerace Corp. in 1968.

His devotion and dedication to the Concordia-Argonaut Club, of which he has been a member for 56 years, has been instrumental in the development of that institution into one of the finest social and athletic clubs in the nation. He served as president of Concordia-Argonaut from 1937 to 1948.

In reflecting on his long association with the Bulletin, Hirsch says he was fortunate in

having had more than the ordinary number of loyal supporters with whom to work. He mentions in particular Edgar Sinton, Newton Bissinger, John Steinhart, Melvin Swig, Reynold Colvin and the late Louis L. Brounstein.

"They all did a lot of work for the newspaper and made its progress possible," he says.

He singles out especially the late Jesse Steinhart who he credits with being the man who created the newspaper for the total Jewish community. He created it and placed it in the hands of competent lay leadership.

"Jesse always thought that the paper should be the only one published here so that the merchants who advertised and the readers who depended on accurate and truthful reporting would be protected from being victimized by fly-by-night publications that might prey upon the Jewish community. He thought there should be a responsible paper that would not only serve the needs of the federated community but also the total community and one that would treat issues in a fair and rational manner."



- Hirsch: Well, I brought that up at a meeting of presidents and executives. I was the only one in the room who objected to it and I said, "How can one man go to 120 meetings a year?" So he's out.
- Glaser: What was done to make the Bulletin more responsive to the community and less of a social paper?
- Hirsch: They wanted news. I went to London, to the Jewish Chronicle or whatever it is--the best Anglo-Jewish paper in the world--and made a connection between them and the Bulletin.
- Weintraub: Lots of things happened, I think. You know, well, the paper, like everything else, got caught up in the various movements. There were Jewish movements as well as student movements on campus. There was the Hebrew Academy. There was the upsurge of involvement by the various day schools suddenly gaining strength in San Francisco, which up to then had traditionally not been a parochial or day-school-centered community. Suddenly, the Federation was faced with very aggressive moves by the Hebrew Academy, etc. There were sit-ins and other aggressive acts aimed at the Federation. The JDL [Jewish Defense League] was coming on strong and one of its key targets was the Federation.
- There were people in the community wanting a place on the Federation board and suddenly petitions were circulated, contested elections were being held--situations which the traditional Federation had never before faced.
- The Bulletin had to deal with problems relating to advertising, and had to determine whether it would permit letters to the editor attacking the establishment. The Bulletin took the position that if it was to remain a free newspaper, it could not censor material even though aimed against the establishment.
- Glaser: What period are you talking about?
- Weintraub: I'm talking about the period of--what? [pauses to think] Let me see.
- Glaser: It must be fairly recent, if you mention the JDL.
- Weintraub: Well, JDL was '74, '73. Hebrew Academy was--what?--'70 or '69, somewhere around there.
- Well, you talked about responsive. When did the Bulletin become responsive? The Bulletin always took the position that it was never the handmaiden of the Federation, and it wasn't. It had an independent editorial policy and was supposed to call the chips where they fell, but to some extent it could not consider itself separate from the Federation. The Federation subsidized its deficit completely.



Hirsch: We sell memberships.

Weintraub: Yes, but not very many.

But I think it became responsive. Well, to an extent it was-- you know, so long as no one was attacking it, it was responsive. If somebody started to attack it, it had to do considerable self-searching in terms of a real open door policy to news and letters to the editor. The Bulletin believed itself to be very responsive when it tried to be objective toward the JDL, when it accepted advertisements from those who used such advertisements to encourage people to throw out the "insiders," etc. Once it had determined a policy of accepting all ads other than the slanderous, its columns also became more responsive to ongoing movements.

Glaser: According to John Steinhart, the Bulletin would not be as good as it is today if it were not for Mr. Hirsch. It was under his direction that it expanded and became independent and stable.

Weintraub: Yes. I have to leave. Can you continue without me?

Hirsch: I've done all I can.

Glaser: I think so.

[Interview 5: 18 February 1980]##

Hirsch: I told Lou [Weintraub] that I had been a member of the board of trustees of the Welfare Federation, but they had great presidents and there were many fine men involved. While I did my little bit, they were working all the time, expanding the organization. Sure, I went to the LCBC [Large City Budgeting Conference] meetings because I had time to travel. But the Federation had Sam Ladar and Walter Heller. It had numerous fine men including Lloyd Dinkelspiel, who really pushed the Federation along and developed it. They were important but I didn't amount to much in the Federation.

Weintraub: Marcel said when I came into the room that he was a little fish in a big pond in the present-day Federation. Further, that it would be unfair for him not to mention the names of some of those he has just listed, who were more active and had been presidents, etc., while Marcel had never been. Marcel never served as president of the new Federation which was started in '56 as a result of the merger of the Federation of Jewish Charities, of which he had been president, and the Jewish National Welfare Fund, in which he had been active, but of which he had never been president. Sam Ladar, he mentioned, as well as Walter Heller, Walter Haas, Ben Swig, and Syl Lisberger. He wanted to be sure you knew they had been true leaders of the Federation.





More than 200 delegates from Northern California, Utah and Nevada attended the first regional conference of the Joint Defense Appeal—fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith—at the Leamington Hotel yesterday. Among those present were (left to right) Marcel L. Hirsch, co-chairman of the meeting; Judge David Coleman, national vice-chairman of the JDA and principal speaker at the conference, and Jesse H. Steinhart, another vice-chairman, who received a special award for his contributions to the two national agencies.—Tribune photo.

## Jewish Leaders In Parley Here

America's democratic ideals and principles were cited as the solution to the intensifying problems in international relations as more than 200 Jewish leaders from Northern California, Nevada and Utah gathered here yesterday to discuss civil rights.

The delegates participated in the first Northern California regional conference of the Joint Defense Appeal, the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

### EXTEND FREEDOMS

Speaking to the delegates in the Leamington Hotel, Judge David Coleman, JDA national vice-chairman, declared that as the world conflict with totalitarianism intensifies, "it is more urgent than ever that our democratic freedoms in the United States be not only safeguarded but extended."

"The solution of these international problems—the triumph of democratic American ideas and principles in all the world—can not in any way be separated from the very real issue of the traditional democratic rights of all Americans. Our record at home is our record abroad."

### STATEMENT ISSUED

The conference explored means by which local communities can participate more actively in the co-ordinated program of the two national agencies making up the JDA. It issued a statement calling upon "all freedom-loving citizens and agencies to join in a determined effort to uproot from American life those manifestations of bigotry and hate destructive of freedoms and liberties enjoyed by all Americans."

Jesse H. Steinhart of San Francisco, JDA vice-chairman, received a special award for his contributions to the work of the two agencies.



## VI COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS

President, Western Region, 1947-1948

- Glaser: We'll go into your activities with the Western Region of the Council of Jewish Federations and Welfare Funds. Would you explain the role of this organization?
- Hirsch: It's a fine organization. Everything they do or did was supposed to emanate from the community members. The first executive was Harry Lurie, a very self-effacing, fine gentleman, who was succeeded by an equally fine man, Philip Bernstein. Everything was supposed to originate from the communities and find its way to the proper place in the Council. It was supposed to be completely democratic. I think it was. Then they began to have regional meetings and the communities looked forward to them. I never missed a meeting, and I saw and participated in real community organization.
- Weintraub: I think the question sought a more specific response. The Council of Jewish Federations, of which the Western States Region was a part, is, as Marcel pointed out, a national association of Federations and Welfare Funds. At the time that he was president of the Western States Region, the Council did have regional operations. They have disbanded most of the regions, but still have the Western States. When Marcel was regional president, there were East Central, West Central, and other regions. The whole country was divided into regions and those regions were forums wherein member agencies ventilated their community problems.

Marcel was president of a region comprising the ten western states and western Canada, and there were two formal meetings a year. Once the group met as an executive committee and the other time they met as a regional conference; alternating among cities in the West. When Marcel was president, one of the emphases was on helping the small communities. The larger communities, which



# Western States Region

## COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS

78a

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LOUIS WEINTRAUB, REGIONAL DIRECTOR

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February 10, 1949

Dear Community Leader:

I should like to supplement the formal announcement sent you concerning the Regional Assembly to be held at the Fairmont Hotel in San Francisco on Saturday and Sunday, March 5th and 6th, by personally urging your attendance and participation.

You will note from an examination of the enclosed preliminary program that we are attempting to come to grips with the basic problems which our Western States communities have been facing for many years. The complexities of organization in our vast and constantly expanding network of communities have reached such great proportion that there is urgency in their resolution. We are facing an era in which the gains of the past must be solidified and the course of the future should be charted.

At this Assembly, the needs of the large and small communities, as well as the effect of recent national developments upon all communities, will be thoroughly explored. Out of these actions sessions will come concrete recommendations pointing to the solution of critical community problems.

In the event that you have not already made arrangements to attend this highly significant Assembly, a reservation card is enclosed for your completion and return to Assembly Headquarters. I hope it will be possible for us to receive your reservation by return mail.

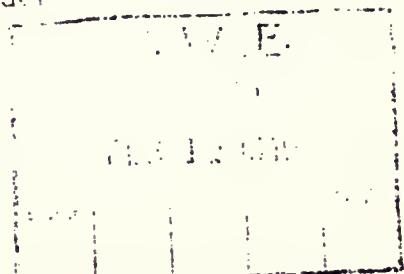
I look forward to the opportunity of greeting you in San Francisco on March 5th and 6th.

Very truly yours,

Marcel Kirsch  
STANLEY KIRSCH  
President

Enclosure

Preliminary Program  
Reservation Card





# Western States Region

## COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS

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January 6, 1950

TO: Executive Committee

FROM: Marcel Hirsch, President

### RE: Semi-Annual Meeting of Executive Committee

As has been our custom, the Executive Committee will use the locale of the Regional Assembly for its semi-annual meeting. This luncheon-meeting will be held in Parlor A of the Olympic Hotel in Seattle at 12:15 P.M. on Saturday, February 4, 1950.

This meeting will be short and to the point and will be over in time for the Oneg Shabbat session scheduled to begin at 3 P.M. Matters to be discussed, requiring your considered judgment, consist of the following:

1. Recommendations affecting the future planning of regional conferences.

2. The new dues schedule.

3. The appointment of a regional representative to the UPA Board of Directors

4. Recommendations of the By-Laws Committee for changes in election procedure.

If you are not planning to be present for the sessions being held on Friday, February 3, we ask that you plan your arrival in Seattle so that you can participate in this extremely important executive meeting. We can not over-stress the essential nature of your attendance.

For your convenience, a return luncheon reservation card is enclosed. Please try to have it back to us by return mail.

Warmest regards.



Weintraub: were well organized, had executives and took it upon themselves to assist the smaller communities to develop better community organization. So this was one of the roles of this organization that he was head of as president of the Western States Region. Go ahead, Marce.

Hirsch: He [Mr. Weintraub] traveled from here to El Paso, up into Boise, to Vancouver. He worked like a dog and they were glad to see him wherever they needed organizational help. He showed them how to set up health services and how to improve their welfare and educational services. He really organized the Jewish communities, and we had great times. Bob Koshland was--

Weintraub: Yes, Bob Koshland was a strong force in the Western States Region.

Hirsch: And George Piness.

Glaser: I'm sorry. George Piness?

Hirsch: Yes. He invented neosynephrin.

Weintraub: Dr. George Piness [spells name] of Los Angeles. He was one of the leading allergists, treating--[pauses to think of word]

Hirsch: Asthmatics.

Weintraub: Asthmatics, yes.

Hirsch: He invented neosynephrin. And George Piness--

Weintraub: Don't forget Walter Hilborn.

Hirsch: Well, Walter Hilborn was a member of the firm of Loeb & Loeb. I found him quite overbearing and unwilling even when he reached ninety-five to give up any of his authority. Had a hell of a time with him.

Weintraub: He wasn't ninety-five, though, when you knew him. He finally died at ninety-five.

Hirsch: He was always ninety-five! [humorously]

Glaser: [laughter] You might be interested to know that we did his oral history.

Weintraub: Did you do Walter Hilborn?

Glaser: I did not, but our office did, after doing Rabbi Edgar Magnin.

Weintraub: Yes, I remember that.



Hirsch: That would have been a good one.

Glaser: It was very interesting. His relationship with King Gillette was very interesting. That's what brought him out to Los Angeles originally.

I wanted to ask you whether Mr. Weintraub's role in the Council on behalf of the smaller agencies was that of fund raising as well as social planning, or was it neither?

#### Fund Raising and Budgeting

Weintraub: It was all. It dealt with all the facets of community organization; in fact, anything in which a Federation was involved: fund raising, budgeting, social planning, administration, community organization, leadership recruitment and training--the whole gamut of a community's operation.

I think it's interesting, Marce, that the region, as a region--you see, the Council of Jewish Federations had a national life of its own: the national association. But regions had specific functions which were specific to the region, to a region's basic peculiarities. One of these was the problem of small cities. Unlike the East, where one small city may run into the other, there are often considerable distances between small cities. In the West, you've got to travel. You go to Bakersfield, and miles later there is Fresno or Ventura. There are a multitude of small cities, like San Luis Obispo, where there is only a handful of Jewish people.

But over and above this, one of the basic problems with which this region dealt was that of soliciting funds from companies headquartered in one city and having branches in other cities. You remember, Marce, the Harry Sapper presentation? Always: "What about Oakland? How does Oakland ever get a gift from I. Magnin, headquartered in San Francisco, or Bullocks, headquartered in Los Angeles?"

If you're a city where all you have are branches of large stores, how do you raise funds? You're being counted as having a Jewish population. You're counted as having small businesses or large businesses, but they really aren't assets, because companies are only giving centrally. So this region made an effort to get the large communities to split some of the money the companies were giving to the headquarters city, which had been taking credit for the whole gift, and divide it in the communities having branches. That's one of the things that this region pioneered in. Do you remember that?



Hirsch: Yes.

Glaser: And were the central organizations willing to do that? Did they go along with that suggestion?

Weintraub: Yes, because, you see, you were always dealing with a Federation. The companies were always willing to split their gifts. The problem was the large city in which the headquarters were located. If you know anything about fund raising, you would recognize that each city wants the biggest gift it can get not only because the bigger gift adds to the total pot, but it also influences other gifts. If a gift is split, it cannot influence as well another company to give a large gift. The headquarters city's Federation eventually agreed to split the gift only when there was an agreement they could use the total gift as a spur to increase gifts in their campaign. Once this was done, and if the corporations agreed, they consented to having the gifts divided among all the Federations where there were branch stores.

Glaser: Did any control of the funds go along with splitting the funds with the smaller Federation?

Weintraub: No.

Hirsch: We had hard times in Portland, Oregon with the so-called Meier & Frank families who didn't want to be known as Jews. We worked hard, finally found a man named Al Green who helped us.

Seattle was nice.

Weintraub: I haven't heard the name Al Green in--

Hirsch: He died.

Weintraub: In twenty-five years.

Glaser: In Seattle, you have a large Sephardic community. Did they participate? Did they participate in the Federation?

Weintraub: Oh, sure. Al Franco was one of the Federation's principal leaders. The Sephardics were very active in the leadership and always self-effacing, you know.

Hirsch: Max Block?

Weintraub: Well, Block was not a Sephardi. Block was Ashkenazi.

Hirsch: They never wanted us in Los Angeles.



Weintraub: You mean the Council of Jewish Federations didn't want you?

Hirsch: Didn't want us.

Weintraub: You had Aaron Riche. Aaron Riche was "Los Angeles" from the very beginning. Do you remember how far back he goes?

Hirsch: I always remember Aaron Riche at breakfast--forty people in a room for twenty and he'd always have to have a cup of tea. Irritating.

Glaser: You know, Mr. Hirsch, you've given name after name, but I've been waiting for you to tell anecdotes about these people, especially the San Francisco people. That's part of your reputation, being a marvelous raconteur.

Weintraub: You never told the Jake Shemano stories, Marce.

Hirsch: Well, I'm not going to put Jake Shemano in my--

Weintraub: No, but you remember, "They got me cornered in the middle." Jake Shemano happened to be Willie Mays's financial adviser. He was a pawnbroker who eventually became a banker. Golden Gate Bank, wasn't it? Then he had a lot of trouble because he overextended himself making loans and finally lost the bank. But he was in top leadership positions for a while, you remember?

Hirsch: Yes. Then he did something. He overborrowed.

Weintraub: He overloaned. He was very generous with the bank's money and was finally eased out as president. But he was wonderful. His language always contained what we called Shemanoisms, and I thought you [Mr. Hirsch] remembered Shemanoisms. Tell me about Langendorf. You never even mentioned S.S. Langendorf.

Hirsch: Stanley Langendorf, one of the richest men in town. In 1951, when I was co-chairman with Ben Swig as campaign chairman [Jewish Welfare Fund], I took him downstairs during a meeting and I said, "Now, Stanley, I want your subscription. Let's start at \$1,800."

He said, "Let's start at nothing."

So about two o'clock I had him up to \$800. I said, "I can't stay here any longer. We'll start again tomorrow."

"Yes, but we'll start from nothing."

I said, "The hell we will!"

So we got there and we started at \$800 and I was worn out at \$1,800. I understand he's in very good financial shape today.



Glaser: Last week you said something about Walter Haas, that he changed when he found that seven out of ten of the largest personal gifts were given by Jews. How did he change? I didn't quite understand that.

Hirsch: I went to Walter when this transition was taking place.

Glaser: Which transition?

Hirsch: When we were giving more to Israel overseas. And I said to Walter, "Walter, you've got to give more money locally [to the Welfare Fund]."

He said, "I'll never give more than I give to the Chest."

Then he found that seven out of the ten largest gifts were given by Jews and he became disgusted. He realized that Jews were doing their part for the Community Chest and more had to be done for the Jewish Welfare Fund. Then he admitted to me that I was responsible for seeing that he could do with his money what he wanted and not be bound by what he gave locally. And he admitted that to me many times.

Weintraub: This is very interesting because taking this last statement of what Walter's attitude had been to the Community Chest and the Welfare Fund, I assume. Right?

Hirsch: Yes.

Weintraub: And if he talked of parity then-- Right? Isn't that what he talked about, not wanting to give more than--according to Marcel?

Hirsch: Yes.

Weintraub: Well, it's interesting to note that Walter's gift to the Community Chest's successor (it's now United Way) was \$35,000. That was his top. And his gift to the Jewish Federation was \$1 million.

Glaser: What period of time are you talking about?

Weintraub: Right now, just before he died. Several years in a row, he's given \$1 million to the Federation campaign and his gift to the United Way has been in the neighborhood of \$35,000. Yes, even with the \$35,000 he was in the top ten of individual givers in the United Way campaign.

Hirsch: I think that when I did that, I did a good job.

Weintraub: So if he [Mr. Hirsch] said he convinced him [Mr. Haas] to rearrange his priorities, Walter became one of the most ardent supporters of giving to meet the needs of Israel.



# Hirsch and Swig

## Named by Welfare Fund As '51 Drive Co-chairmen

### Campaign Organization Being Developed Fast; New Appointments Due

Appointment of Marcel L. Hirsch and Benjamin H. Swig as co-chairmen of the 1951 campaign of San Francisco's Jewish Welfare Fund was announced this week by Lloyd W. Dinkelspiel, Fund president. Selection of division chairmen and leaders of the many groups to participate in the coming drive now is under consideration and will be announced shortly.

It became known also this week that plans are under way for organizing the drive to meet the tremendous needs at home and overseas.

Both Hirsch and Swig are veterans as campaign leaders. Swig served last year as co-chairman of the drive.

Hirsch, past president of the Federation of Jewish Charities and former regional president of the Council of Jewish Federations and Welfare Funds, served as campaign chairman in 1944 and 1945. Last year he headed the advanced gifts division.

Following their appointment, the new co-chairmen made the following joint statement:

"It is with a deep sense of the great responsibility involved that we accept this appointment. We know well the task before us. We recognize continued needs overseas—in Europe and in Israel—and we know, too, of the requirements of the many Jewish educational, philanthropic and welfare endeavors in our own country that look to us for financial support. Nor are we overlooking the San Francisco agencies which function through financing from our local Fund."

"We are sure that the local community, always alert to its responsibilities, will rise to the needs of the situation and give us its whole-hearted support as it has in the past."

*'Opening date of the campaign will be announced shortly.'*

#### Drive Heads Meet

Benjamin H. Swig (left) and Marcel L. Hirsch, newly-appointed co-chairmen of the 1951 campaign of the Jewish Welfare Fund, shake hands on it as they pledge their support to the coming drive. Both of them have served as campaign chairmen before, and bring to the coming drive a vast field of experience for such an undertaking as this.

—Jewish Bulletin photo



The Jewish Community Bulletin  
January 26, 1951



## VII AMERICAN COUNCIL FOR JUDAISM

Rabbi Irving Reichert

Hirsch: I think that the local community, when the change came, showed a great understanding, with the exception of the few who followed Irving Reichert.

Weintraub: [to Mrs. Glaser] Irving Reichert, you know?

Glaser: Yes. The American Council for Judaism.

Hirsch: Yes.

Weintraub: And he was active in the Council, but later resigned.

Hirsch: Well, then Reichert phoned me one--

Weintraub: He went public.

Glaser: He went public?

Weintraub: When he resigned, he went public. He made a public pronouncement. You know. [speaking as if making pronouncement] "I bow my head in reverence and worship the holy--" "I prostrate myself before thee," or something of that sort, public apologies, in the Jewish Bulletin. But go ahead.

Hirsch: I was a member of the Council on account of him.

One day I was in New York, and the Council had had a meeting in Philadelphia in which they stated the whole program. I came home and I resigned and I told Edgar Sinton. Edgar Sinton said, "I'm going to resign." So it went on and on and on, and the Council picked up all the Jews who were afraid to be Jews.



Hirsch: So one night the telephone rang and it was Irving Reichert in one of his belligerent moods. I think I was drunk. He said, "I want you to know I've been wrong. I'm resigning from the Council and I have written an article and I demand that you print every word of it in the Bulletin."

I said, "Read it to me."

He said, "Don't you believe me?"

I said, "No."

And he read and he read and he read. I don't know what the hell he said, but I went down to the editor. I said, "Give him six lines." He wasn't worth more space. He was a discredited person.

Glaser: You didn't respect him?

Hirsch: No. He used to come to our house when poor Grace was sick, on a Sunday. I said, "What do you come here for? You can get a glass of scotch anywhere. Other people want to see you."

"But I like to come here."

"But this is not where you belong."

He's a hard guy to say anything good about.

#### Membership of San Francisco Jewish Community Leaders

Glaser: I'd like to ask you why so many San Franciscans belonged to the Council. I read that 1,400 out of the 2,500 national members were San Franciscans.

Hirsch: Because Irving Reichert and Mr.--[pauses to think of name]

Weintraub: George Levison.

Hirsch: George Levison. You see, George Levison--

Weintraub: Moses Lasky. Was he Council?

Hirsch: I don't know what the hell he was.

Weintraub: Judge Sloss was a Council member as was his wife, Mrs. M.C. Sloss. You see, they had good people, like the Slosses and Mr. I.W. Hellman and like--



Weintraub: Morty Fleishhacker.

Hirsch: Morty Fleishhacker. They had good people until they got this crazy Elmer Berger, who was a crackpot.

Weintraub: Well, locally they also had, for example, Sidney Ehrman, one of the real fathers of the movement. He was an uncle of Lloyd Dinkelspiel. Within families there were splits, cleavages. For example, George Levison, who was one of the national Council vice-presidents. Right?

Hirsch: Sure.

Weintraub: His brother, Bob Levison, was active in the Welfare Fund. Morty Fleishhacker was a member, a leader, of the Council, but he always gave to the Federation campaign. He didn't stop giving in '48, as did others such as Sidney Ehrman. A very wealthy man, extremely wealthy, he stopped giving from 1948 on. Some, even Rabbi Reichert, continued to give while openly advocating the Council's principles.

Glaser: Well, what does it say about the San Francisco community that they made up the majority of the Council?

Weintraub: They didn't make up the majority.

Glaser: They didn't?

Weintraub: No.

Glaser: Fourteen hundred out of 2,500?

Weintraub: Oh, no. Who said 1,400 out of--where did you get that figure from?

Glaser: I have it in my notes.

Weintraub: Fourteen hundred out of 2,500--impossible. There were other hotbeds. Dallas was a hotbed. Portland was a hotbed. You remember Portland? Portland, Oregon was a hotbed.

Hirsch: We couldn't do anything with Portland.

Weintraub: I don't believe fifty percent at all. I don't know where you got that figure.

Hirsch: They had potent people.

Weintraub: First of all, I think that if there were 1,400 in San Francisco--and that figure will have to be documented--



Glaser: Well, I'll have to check that out.\*

Weintraub: Then there had to be more than 2,500 nationally. Now, that figure probably carries Marcel Hirsch as a card-carrying Council member, but he pulled out very quickly. Many others pulled out very quickly. They may have been in the original group, but they didn't stay very long.

Hirsch: But it was interesting how I came back and I told Edgar Sinton what I did. He said, "I'm resigning tomorrow."

Weintraub: Was Edgar Council for Judaism too?

Hirsch: Sure.

Weintraub: He was? Well, see, there's another one always active in the Federation. So they may have been in the initial group, but they pulled out very quickly when they saw what the organization really stood for.

Glaser: Mr. Sinton was perturbed that the British pulled out. He felt that they should have stayed and kept Palestine a mandate.

Weintraub: Yes. Well, but when Edgar saw what the Council really stood for, he left them. There were very few Council members among the leadership when I first came out here in '48. I remember going to a meeting of the Council for Judaism and saw how few of the key citizens were central figures. There was Irving Reichert and Sidney Ehrman. However, not even George Levison had importance to the Jewish community. Reichert was rabbi of the largest congregation.

Sidney Ehrman was a senior partner in the firm of Heller, Ehrman and White, one of the leading law firms. Lloyd Dinkelspiel was his nephew. Lloyd Dinkelspiel was president of the Welfare Fund, had been campaign chairman several times, and was the first president of the Welfare Federation. Ehrman, Dinkelspiel's uncle, was Council for Judaism all the way. The two couldn't even discuss

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\*"It says a great deal that shortly after the American Council for Judaism was formed in 1943, fourteen hundred of its twenty-five hundred national members were San Franciscans. (The local membership has dwindled since.)" Earl Raab, "There's No City Like San Francisco," COMMENTARY (October 1950): p. 376. See appendix.



Weintraub: the subject. One was very pro-Federation; the other one was anti. But certainly the numbers were not very significant: there may have been a good number of card-carrying members, but they had no significance in the life of the Jewish community. That's why I don't consider numbers to be very important.

[to Mr. Hirsch] Would you say that there were many important figures that stayed on in the Council for Judaism after the initial pull-out?

Hirsch: No.

Weintraub: Who were some of the central figures that stayed on besides those we've mentioned?

##

Hirsch: People like August Rothschild.

Weintraub: Augie Rothschild remained Council, correct. There you had a split too. You had August Rothschild, Council; and you had his brother, who was president of Homewood Terrace and active in the Federation, Robert Rothschild.

Hirsch: What I'm trying to say is that bad Jews like Monroe Jacobson stayed.

Weintraub: Bad Jews?

Hirsch: Yes. You know what I mean by that.

Weintraub: I know what you mean, but I want the record--I want that [pointing to tape recorder] to know what you mean.

Hirsch: And they had what I would call fifth-rate membership. Whether it still exists, I don't know. And then they come out and want to collect money to disburse to Israel. It was the biggest gall I ever heard in all my life.

Glaser: Were the people who were active in the Council by and large assimilationists?

Hirsch: I don't think so. I think they were just a lot of god damned fools that didn't know where to go.

Glaser: Do you mean they didn't feel themselves part of the community? But that's not true, since some of them had dual memberships in the Federation and the Council.

Hirsch: They don't know why they had them. They had them because somebody told them to take them. I was told to take it, so I took it. When I found what it was, I got out of it, as did all--



Weintraub: Now, can you think back, Marcel? When you were talked into becoming a member, what was the argument they gave you?

Hirsch: You're a member.

Weintraub: Why? I mean, a member of what? And what is the purpose of it? What did they say it was for? You had to be against something to be for.

Hirsch: I don't remember.

### Anti-Zionism

Weintraub: Well, you know what the argument was that they kept using in San Francisco: "The Jews are a religion, not a race, not a nation." Right? "And as a religion, you can't be a state." And here was the creation of the State of Israel. "We are against the concept of there being a Jewish state. Therefore, we must do all in our power to say to the non-Jews that we are not for a Jewish state, that the Jews are a religion." The dual loyalty business--"We are members and citizens of the United States; we cannot be related to the State of Israel in any way." This was basically the argument that was used, religion versus state.

Glaser: One thing that Edgar Sinton said to me when I did his oral history was that there was an annoyance on his part that the Zionists gave the impression that they were speaking for all Jews. And he more or less reacted against that.

Weintraub: To whom?

Glaser: Well, that would be to the greater community.

Weintraub: Of America.

Glaser: Surely.

Weintraub: That's right. But it wasn't just that, because since 1946, there was an organization called the American Jewish Conference, which professed to speak for the Jews of America, and Edgar Sinton and others were against that. The American Jewish Committee was very outspoken against it. Actually, they helped cause that organization to fail. [to Mr. Hirsch] Do you remember the American Jewish Conference?

Hirsch: Sure. But I wouldn't join it.



Weintraub: Yes. So any argument that the Council for Judaism was opposed to the creation of the State of Israel because it had the backing of people who preached that the Jews spoke with a single voice is nonsense. Zionists never said they spoke for the Jewish people; they insisted only that they were strong advocates for the State of Israel.

Really, when you penetrate the curtain, you realize that what was really being said was that Council members didn't want non-Jews to believe that there existed a single voice among American Jewry in favor of a Jewish state. The Council felt it had to be the loyal opposition, and then some of their members like Marcel saw who their bedfellows were and pulled out. Simply stated, these pulled out because they saw that what was being attempted was the destruction of a reality. Israel existed. It was beginning to effectively serve as a haven for Jews in flight. You will recall the Jews fleeing aboard ships which were turned back and even sunk by the British.

That began to have an impact on lots of people like Edgar Sinton, who moved away from ideological identification with the Council for Judaism and began to accept realistically the fact that Israel actually existed and that if it wasn't supported there would be no place to which refugee Jews could go. The drama of discovery had an effect. The horror of those liberated from the concentration camps was enormous. Suddenly, with the awareness of what the plight of the remaining Jews now was, ideology went out the window. One had to be blind not to be affected. Non-Zionists were talking about Birobidzhan--you remember--as an alternate to Israel. Council for Judaism partisans professed to be interested in rescuing Jewish refugees by having them go to places other than the new Palestine. But for the refugees, there were to be no other places. Nobody wanted them. So many "fringe" Jews began to recognize that there was a reality which suggested that if you opposed Palestine, you were opposing survival for those needing a haven. You didn't have to be ideologically committed to Zionism or to what later became the State of Israel to believe you had to support a Jewish state. Is that right?

Hirsch: [nods in agreement] Tell how you were received in Boise.

Weintraub: [chuckles] It was such a small community; I don't know that I was ever received. It was a one-man community--Leo Falk.

Glaser: A one-man community?

Weintraub: They had more people, but it was heavily influenced by one family, the Falk family of Falk's Department Store. I believe that was the name of the store. Leo Falk was a good friend of Brick Van Vliet. Roy Van Vliet; Jewish, would you believe it? He's still alive.



Hirsch: A bad Jew.

Glaser: Why?

Hirsch: He's afraid of being a Jew. Can't say anything good about him in that regard--no courage.

Glaser: Is he in this community?

Hirsch: All his life. A nice fellow. No courage.

Weintraub: Well, he was not really against being Jewish. He was just not a committed Jew, that's all. Was he Council for Judaism?

Hirsch: I don't know.

Weintraub: He was not important in the leadership framework. But he was a bridge between the community here and Leo Falk of Boise, Idaho. Right? He was a bridge.



## VIII LARGE CITIES BUDGETING CONFERENCE

National Advisory Budgeting, Council of Jewish Federations and Welfare Funds

Glaser: That takes us back to the Council of Jewish Federations. I wanted to ask you about the Large Cities Budgeting Conference. How and why did this get started?

Hirsch: Well, this organizations began to grow.

Weintraub: You have to go back a little bit, Marce, because you have to go back to national advisory budgeting. Do you remember national advisory budgeting?

Hirsch: Yes.

Weintraub: Do you want me to speak to this, or do you want Marce to speak to it?

Hirsch: [to Mr. Weintraub] You.

Glaser: Whoever has the information.

Weintraub: The Council of Jewish Federations--you remember, Marcel said that the Council was a national association of Federations and Welfare Funds. It was the creation of the local Federations and Welfare Funds throughout the country. It was not the parent of the local institutions; rather, it was their instrument. Its purpose was to provide services to the Federations which they could not obtain individually as well as they could collectively.

One of the things that frustrated Federations, and still frustrates them, is how funds can be allocated fairly and equitably. It is one thing to review the budgets of your local agencies. These agencies are right in the local community and can be seen. It's another thing, however, to know how to allocate funds to national and overseas agencies. Their budgets are difficult to





Meeting of the National Council of Jewish Federations  
and Welfare Funds in New York City, ca. 1950. From left:  
Edward M. M. Warburg, Marcel Hirsch, and William Rosenwald



Meeting of the Joint Defense Appeal, New York City, 1954.  
Seated at left: Marcel Hirsch; Sam Ladar, San Francisco;  
Walter Hilborn, Los Angeles; far right: Jefferson Peyser,  
San Francisco. Edgar Kahn is second from left, back row.  
Unidentifiable persons believed to be from Los Angeles.



Weintraub: understand. They are not as detailed as the local budgets. The agencies are not right next door; and it is difficult to ask penetrating questions of them.

So there came into being an attempt to institute what was known as national advisory budgeting. In this system, the Council of Jewish Federations, through its budget research department which issues budget materials, would recommend to the local communities a percentage of their available funds which might fairly be allocated to each of the national and overseas agencies. However, even though the emphasis was only to be that of making recommendations in the advisory sense, the entire approach was attacked.

The attack was led basically by the partisans of Zionism. It was interesting to watch the way the groups divided in their sentiments, with the JDC, Joint Distribution Committee, presumably representing the point of view of German Jewry, arguing in favor of national advisory budgeting and the Joint Palestine Appeal partisans, representing the Jews committed to the creation of the State of Israel, arguing against advisory budgeting.

The fight against national advisory budgeting was successful. As a result, the Council did an "end around run" and developed the concept of the Large City Budgeting Conferences. This essentially was a device enabling the larger cities to get together periodically with the national and overseas agency representatives to review their budgets.

Hirsch: Large cities.

Weintraub: Only the large cities were represented at first. Ultimately they added in some intermediate cities, thus broadening the process. Their recommendations, however, were distributed to all Federations so that although there was not to be national advisory budgeting, there is large city budgeting and recommendations distributed and made available to all members of the Council of Jewish Federations. The fact is that many of their recommendations are used by local budget committees when making decisions on how much should be allocated to this or that national or overseas agency.

#### Recommendations for Allocations to National Organizations

Weintraub: Now, recommendations do not spell out what individual Federations should allocate specifically to agencies. The LCBC reviews the agency's budget and indicates what it feels is valid nationally to request of the Welfare Funds or Federations. Each Federation or Welfare Fund then has to translate this amount into what its



Weintraub: percentage should be. You go through a mathematical equation and come out with a recommendation. These recommendations, if positive, are used by those who want an increase for a particular agency.

Glaser: Now, are you saying that these were recommendations for funds given to national organizations, not the local agencies?

Weintraub: Only national and overseas, never local. Nobody ever had any problem with local budgeting because local services were all around you. You could sit down with a hospital. You could sit down with the Jewish Family Service Agency. You could sit down with the Jewish Home for the Aged. You knew the leadership. They were your leadership also. They were on your boards and on your committees. So when you sat, you were sitting with your own people and dealing with local problems. The same was not true nationally.

Glaser: And this still exists?

Weintraub: It still exists. Oh, yes.

Glaser: I was going to ask you about deciding on funds for local needs vis-à-vis Israel. I would imagine that's an ongoing controversy. Were you involved in any of that, in the decision-making, either when you were with the Western Region or when you were raising funds locally?

Hirsch: I always felt and still feel that local and national needs should be met. I think that the vast overseas requirements are too much, almost, even for a government to meet. I favor allocating about half overseas and half for local and national, because I believe in supporting the local.

Glaser: Was there ever any conflict with the Community Chest allocation over what was given to Israel?

Hirsch: No.

Glaser: Or because it was the Fund, that was completely separate?

Hirsch: It's all right and I think they get along very well.

Weintraub: Well, no, you did not have conflict in the sense of conflict. But in reality, though, and starting about your time, Marce, if you remember, for the first time in years the local agencies were unable to subsist on only the Community Chest allocation.

Hirsch: I'll be right back. [tape turned off briefly. Mr. Hirsch is physically unable to continue and is aided to his bedroom.]



## IX REMARKS BY LOUIS WEINTRAUB

Merger of Federation of Jewish Charities and Jewish National Welfare Fund

Glaser: Mr. Weintraub, you were talking about the leadership following the merger. Would you go over those names and expand on that?

Weintraub: Well, yes. The actual leadership of the merger was a composite of the people who were then active in the Federation of Jewish Charities and those who were active in the Jewish National Welfare Fund. Within those two groups, some of the important names that surfaced were Lloyd W. Dinkelspiel, who was the then president of the Jewish National Welfare Fund, and Joseph Blumlein, who was president of the Federation of Jewish Charities. There was Sylvan J. Lisberger, who, although he had been in San Francisco for a long time, really catapulted into leadership after he had retired from Pacific Gas and Electric Company, where he had been an engineer. He became very active as a volunteer in the Welfare Fund circle. There were Walter Haas, Walter Heller, Ben Swig, etc. And professionally, I think you know, we had two very prominent executives. One was Hyman Kaplan, of the Federation, and the other was Sanford Treguboff, Welfare Fund.

Leadership of New Federation

Weintraub: So when the actual merger took place early in '56, the first president became Lloyd W. Dinkelspiel. There was a joint executiveship--Hyman Kaplan and Sanford Treguboff.

Glaser: Did that work out all right?

Weintraub: Well, it worked out all right because one died shortly following the merger. Hyman Kaplan, whom I think Marcel had mentioned, developed crippling arthritis almost from the day he came to



Weintraub: San Francisco to assume the executiveship of the Federation of Jewish Charities and the Jewish Family Service Agency and the Jewish Committee for Personal Service, etc. [He] was in pain up to the point of actual retirement and he died about six months after retirement. I think it was the knowledge that Hyman Kaplan would retire that made it work, because Sanford Treguboff knew that he would be the successor.

There was a lot of political by-play there because the senior was Hyman Kaplan, and had they had the proper order of elevation they would have had Hyman as the executive and Treguboff as the associate. But Treguboff wouldn't accept it, so it had to be a co-joint executiveship.

It worked, as I say, because Treguboff represented where the money came from--The Welfare Fund, the fund-raising arm--and Hyman Kaplan represented the fund-dispensing arm, the local services, that which spent the money. In any community organization, it's the funder, the one raising the money, who has the leadership clout.

Glaser: They have the votes?

Weintraub: They have the votes, exactly. They have the potency.

Lloyd Dinkelpiel was a natural to be the first president of the Federation. He's probably one of the most outstanding Jewish leaders ever developed in San Francisco in any time. It was really a great misfortune that his life was cut short early by a strange disease whose name I don't remember. It may have been a form of cancer. But he was an outstanding leader. He had a capacity for being able to deliver annual reports without any notes--very, very agile mentally.

It was interesting that one of the people--he was not his protege because he was older than Lloyd--was Walter Haas. Walter Haas was influenced very greatly by Lloyd Dinkelpiel in whatever he did. It was therefore almost preordained that Walter Haas would succeed Lloyd Dinkelpiel as the president of the Jewish Federation, which he did do. And one of the disciples of Lloyd Dinkelpiel was Walter D. Heller.

Now, Lloyd Dinkelpiel came out of the Center movement in Jewish life. He was a president of the National Jewish Welfare Board, and was also interested in overseas needs.

Glaser: By "Center," you mean the Community Center, or that he was a centrist?



Weintraub: No, no. I mean, he was a Jewish Community Center leader. Politically, I don't know. I'm speaking in terms of his Jewish configuration. He was active, obviously, in Temple Emanu-El. He was active in a variety of Jewish endeavors. But in terms of a service provider, he really came out of the Jewish Community Center field. He was one of the early presidents of the San Francisco Jewish Community Center. I think he was chairman of the original campaign when they built the building on California and Presidio. He was the one and only president of the National Jewish Welfare Board west of the Mississippi. The National Jewish Welfare Board is the parent organization of all the Jewish Community Centers.

Following in his footsteps, in the Center field and then into the Federation, was Walter D. Heller, who became a president of the Federation, I think, after Walter Haas.

Within that stream was Ben Swig, who had not ever been active in any of the Jewish service organizations. He was in everything else. He was a member of everything. He was a leader of the UJA nationally, the United Jewish Appeal. However he was never president of a local service agency, as Lloyd Dinkelspiel was, as Walter Heller was, or as Syl Lisberger was--Sylvan J. Lisberger, who actually helped put the entire Federation together. After the merger process was approved, he went to each of the agencies to sell them on coming in and joining the new Federation. Every one of the local agencies had to agree to come in, and Syl Lisberger went out and talked to them and influenced them successfully to come into the Federation. He had also been president of a local organization.

John Steinhart, later on a Federation president. Sam Ladar--all of them had an identification with, one or another, a local or national organization.

You know, Marcel Hirsch said that he was for local and national. Well, Marcel is not too widely spread on the national scene. When he says "national," he means American Jewish Committee. That's his basic interest in the national organization field and he supports it strongly.

#### Financial Support for Israel and for Jewish Education

Weintraub: But what was happening in the Federation was--and it always has surprised me. Here was a community where--you talked earlier about the strength of the Council for Judaism. Right? And it's a community that ideologically you would not think was so affirma-



Weintraub: tively supportive of the needs of Israel. Yet this community consistently was always number two among the major communities of America in the percentage of funds allocated from its campaign to Israel.

Now, there's a dichotomy there somewhere, because they were never farbrenter [fanatic] Zionists. I mean, there were very few. The Zionists were never very strong here. There were a few. I don't know if their names have surfaced. Sidney Rudy [spells out last name], an attorney, always had an identification as being a Zionist leader. George Edelstein, another.

Glaser: Leo Rabinowitz, I think.

Weintraub: Leo Rabinowitz was, right. That's right. The three of them were the most prominent. I'm not talking about Hadassah leadership. I'm not talking about the ZOA [Zionist Organization of America], which was never strong here.

What you had here was a philanthropic concern for the needs of the Jewish people and a recognition that if there were refugees, there was only one country that was willing to accept them, and that was Israel. So since we were concerned about the plight of the Jews, this was what we were going to support. And that's really the whole history here of Jewish involvement--and with such high intensity--in terms of the needs of Israel.

So all of the ideological things you hear about that took place at the time of the formation of the Council for Judaism kind of went by the way as 1946 came and 1948 came, which saw, as you know, the creation of the State of Israel. And then, of course, when you had the Suez canal crisis in '56 and whatever, this community, which had one of the worst fund-raising records of all the major cities, the big sixteen communities, in terms of its fund-raising production, suddenly began to move and percentage-wise spurt ahead of some of the eastern cities, like Baltimore.

Right now San Francisco is one of the better fund-raising communities and essentially because of another apparent dichotomy. That's the interest in Jewish education. Who ever would associate a community like San Francisco with interest in the day schools? And yet there has been a tremendous jump of support in this community for the Jewish day schools: the Hebrew Academy, Brandeis-Hillel, the day school in the South Peninsula, and so on.

Glaser: Where does that come from?

Weintraub: Where does it come from? Well, mostly it comes from two directions. It comes firstly from a very energetic drive on the part of the pro-day school proponents, and secondly an ability on the part of



Weintraub: the Federation leadership, who themselves are not affirmatively related, who've had no religious experience to intellectually recognize the need. Many of them never even went to Sunday school. Or their kids never went to Sunday school or afternoon day school, Hebrew school, or whatever. But the leaders recognized intellectually the need for some kind of intensive Jewish education for some of the children. Otherwise there would be a loss within the Jewish community of the capacity to produce teachers as well as Jewish intellectuals in the future.

So all of a sudden you have the remarkable development of increased support for Jewish day schools, for Jewish education. It's now one of the highest budgetary items in the whole local constellation of Jewish services.

I would say there are two things which make San Francisco stand out. One is where it stands nationally in supporting the needs of the State of Israel, and the community is right up there on top. It's always been the second or whatever in support, percentage-wise. Seondly their increasing acceptance of responsibility for support of Jewish education, which some years ago was considered to be a curse word, you know.

Glaser: Are you tired?

Weintraub: I'm tired. I've got to go back to work.



X AN INTERVIEW WITH BERT RABINOWITZ  
[Date of Interview: 8 November 1979]##

Rabinowitz: I first met Marcel Hirsch at Hamilton Grammar School, which was then on Geary just before Girls' High School, which was at Geary and Scott Street, opposite Hamilton Square. There were two boys fighting in the park. I didn't know either of them, but it turned out that one of them was Marcel Hirsch and the other one was Dick McLaren, Richard McLaren, a well-known name in San Francisco, now deceased.

The fight, it seemed, was a result of the fact that Marcel was a first cousin of a man named Skook [Cedric] Cerf, who was captain of the California football team [chuckles], and Dick McLaren was a cousin of Mow [Mowatt] Mitchell, who was the captain of the Stanford football team, and it was the week before the big game.

You've probably found out that the Hirsches and the Cerfs are interrelated. So these two boys were fighting out the big game [laughter], really, of their cousins. That's when I first met Marcel. It was probably 1907 or 1908.

Glaser: In the oral history of Eugene Block he mentioned that in 1908 there was a sit-down strike at the Hamilton School by students who were protesting the homework. Do you remember that?

Rabinowitz: I don't remember the sit-down. I was in Hamilton till 1909, so I must have been there at the time. In those days, you went your first six grades to a primary school and your seventh and eighth were at the grammar school. I was there until December, 1908, so I would have been there during this so-called strike. I don't remember it.

Glaser: Were you at the same grade level as Mr. Hirsch?



Rabinowitz: No, I would have been either the same or a half a grade behind, because somehow or other I didn't come in with the fall semester; I came in with the Christmas or the January semester. Actually, he's a couple months older than I am. I think his birthday was August 10th and he would have been eighty-four in 1979. My birthday is in November, so I was behind him. But somehow or other, I was not in his class.

Glaser: Maybe Mr. Block remembered the wrong year, because I'm sure you would remember something like that.

Rabinowitz: It could be. I would remember that very vividly, as I remember some very distinguished teachers they had there of high school or college caliber.

Glaser: At the grammar school level?

Rabinowitz: At the grammar school level.

Glaser: Can you give me their names?

Rabinowitz: Well, the principal was A.E. Kellogg, a giant of a man with a shock of gray hair, and he looked like he was one of the granite figures up in the Dakotas. And there was a Mrs. Page, who was outstanding, and, of course, her sister was a famous teacher at Lowell High School, Miss Hodgkins.

I didn't participate in athletics of anything of that sort, and it was a very good academic school.

Glaser: Did they have athletics? Usually you don't at that level.

Rabinowitz: The only athletics would have been a concrete inside court with maybe a couple of basketball nets and maybe a handball fence that you could bat a ball against.

Glaser: Well, what would be the after-school activities?

Rabinowitz: The after-school activities were purely voluntary across in Hamilton Square. They'd go over and throw the ball around, play baseball, and whatnot, but it was all unorganized. There were no inter-school activities, or, if there were, I had no part in that.

Glaser: Now, can you remember Mr. Hirsch in any manner?

Rabinowitz: No, no. I don't have any clear recollection of him except the original meeting. That's when I first got acquainted with him, at that time. I didn't know any of his family. He had a sister



Rabinowitz: who later had bad health, as you probably know, who was married to Dan Stone and died at a comparatively early age.

Glaser: Yes.

Rabinowitz: I can't give you anything of extra school activities.

Then our ways separated. I went to Lowell [High School] and Marcel did not go to Lowell.

Glaser: I thought he went to Lowell for two years, until his father died.

Rabinowitz: Well, if he did, I have no recollection of knowing. But he would have been ahead of me, you see, because I was a December graduate, so I went to high school in January, which would have put me in an entirely different set of classes from him. I knew him, but there was no close relationship there.

Glaser: Mrs. [Sylvia] Stone told me that he was a member, along with her husband, of a fraternity at Lowell, more in the order of a social club that called itself a fraternity.

Rabinowitz: No, I was not a member. In the first place, I couldn't have afforded it.

He married Grace Jacobi, as you probably know.

Glaser: Now, where does that Jacobi branch fit it? Is she related--?

Rabinowitz: Her mother was a Patek. The Patek family was quite prominent and Grace was quite an outstanding girl. She probably--I'm guessing now--went to Burke's or Hamlin's, which were the girls' finishing schools here, and she may have gone to Mills. But she was a cultivated, distinguished woman who would have been at home in French and maybe in another language, and read the naughty books in languages that you wouldn't read in English. On the other hand, you might--this was his former wife who died, not Ruth--you might find her in overalls, sitting on the floor with a Swiss woodworker, learning wood carving. She was a very distinguished girl and a very dear friend of mine.

Glaser: Was she related to the Jacobi family that--there was a very famous musician, a Frederick Jacobi, and Forgie Jacobi Arnstein. Is it that branch?

Rabinowitz: No. That was not the family. Her father was, I think Alex Jacobi and Fred Patek was her grandfather, a very successful businessman.

Glaser: Now, what about Mr. Hirsch's background himself? The Cerf relatives were his father's. Is that right?



Rabinowitz: The Cerf relatives would have been on his--[pauses to think] There are still some around, I think. I would think so. I don't want to be positive. I knew his mother and I knew his father and I knew his sister.

The mother, in her latter years, was ill and lived at the Richelieu here on Van Ness, and Marce was a good son.

Glaser: I understand that she was a Lavenson.

Rabinowitz: Yes.

Glaser: There's a Lavenson family in Oakland--

Rabinowitz: That's the family.

Glaser: --connected with the forerunner of Capwell's.

Rabinowitz: That's right. The Lavensons with the big merchandise store.

Glaser: One married a Kahn?

Rabinowitz: Yes.

Glaser: And they were both connected with Capwell's?

Rabinowitz: That's right. There was a sister, Alma Lavenson, a very lovely girl. Her daughter is Alma Lavenson Wahrhaftig, a photographer.

Yes, yes. Marce is related to the Lavensons. Jim Lavenson died. His wife [Hattie] is in a retirement home. I took care of them for some time professionally, but I lost track of Mrs. Lavenson. You see, she would have been an aunt of Marce. The Alma I knew in college days was a lovely girl. Somewhere in the back of my head there's a connection with the Salinger family. Don't ask me how. But anyway, the Lavensons and the Cerfs and the Hirsches were all interconnected. I can't give you the breakdown.

Now, you spoke of Sylvia Stone. She was Sylvia Hirsch; that was her maiden name. She had a younger sister, a lovely girl. She had some aunts and uncles, and I'll have to think of the name. She was Sylvia Hirsch, born.

Glaser: Was there a relationship with Marcel Hirsch? Because I know she had married somebody else before Dan Stone.

Rabinowitz: She was married to Mike Lehmann, Lucien Lehmann, a very wonderful guy. He was one of the owners of a very big concern down south called Union Sugar Company, which was taken over by Consolidated



Rabinowitz: Grocers. He and one other, who happened to have been an attorney for me and who came from a very wealthy Swiss Italian family [Roland Tognazini] owned Union Sugar and had, oh, many acres down Santa Maria way. They were taken over by Consolidated Grocers, which was a Cummings company. They raised sugar beets and that sort of thing. I think they retained the mineral rights and then they discovered oil. [laughter]

So Sylvia Hirsch married Lucien Lehmann, Mike Lehmann, and then he died, and then she married Dan Stone.

Glaser: But are you aware of a family connection with Marcel Hirsch?

Rabinowitz: No. I don't think there's a family connection with Marcel Hirsch.

Scheeline is the family I'm thinking of. That was an Oakland family. Her father married one of three Scheeline daughters.

Sylvia Stone is one of the ablest women you will run across, because in her lifetime she ends up heading the Girl Scouts and she ends up heading the Mt. Zion women and she ends up heading this and that. She's a good executive and she was on intimate social terms throughout the city. So she had access and could help get results.

Glaser: Well, tell me, if your paths parted, you and Mr. Hirsch, where did they come back together again?

Rabinowitz: They came back together, strangely enough, when I joined the Concordia Club somewhere in the late twenties. Marcel was already a member, had been a junior member, and grown up. All through the Depression, for ten or twelve years, he was president of the club and kept it together. He spent half his time there, seeing that the cook washed the dishes and that the food was right and that the members were taken care of. There again I met him and then we became quite friendly. By that time I'd been practicing law for a number of years.

At that time, he was the active head of a laundry business, Patek and Co., quite an active little business. Grace's family had started it and he had gone to work there before he was married, as a matter of fact. They did various things, did work for people who gave them formulas and compounds, which they put together. Then they had their own chemists and their own laboratory and they developed products of their own, as well as private label products.

So Patek and Co. became a well-known smaller unit. Now, you have to remember that in the twenties and thirties if a business did a half a million, it was a big business, and they were waiting for the day when they'd do \$600,000. It wasn't the days of the present astronomical figures.



Rabinowitz: Marcel became the head of the company. It was a full-time job with him and he was a good executive. He was not a trained chemist, but he had a working knowledge of what was going on and he had judgment of the kind of products that there would be a need for and he had a couple of good research chemists. They would develop a product to fit a need and then go out to the trade.

The business was relatively small, compared to the giants. He was personally acquainted in his contacts with the trade and in his contacts with the sources of his materials, because he'd have to get these chemicals. If he was dealing with Dow Chemical or American Cyanamid or Wyandotte or whatnot, his contact was with the president, not with the assistant sales manager. He knew them all personally and he was received as a person of merit.

Glaser: You're saying he had very good business sense.

Rabinowitz: He had good business judgment of what the needs were and what the trends were going to be and where he should be, and he had presence. He's not a giant in size, say, but he had presence so that he ended up dealing with the top and not with some assistant buyer right down the line.

He made it a point to keep in touch with the resources, not necessarily with all the smaller units. They did a lot of selling to small shops who needed chemicals in cleaning and pressing and all that sort of thing. He would go around and see them from time to time, just so he had a personal knowledge. But on the major sources of supply, with the big institutions across the country, he was on personal terms with the top, so that once in a while when there were shortages of this and that and the other, he could get on the phone and call the top guy and say, "I'm stuck and I need a carload of X," and it would be there the next day.

Glaser: What about labor relations? Did he have any labor problems?

Rabinowitz: He was rather liberal. I don't recall any strikes. He had no feelings whatsoever anti-union, of that sort. He paid his men well. It wasn't a big enough operation to have a whole string of executives. It would be a small board of directors. He was farsighted enough, usually, to have someone from one of his eastern sources who was knowledgeable in the business sit on as a member of the board of directors, an outsider who had no interest of concern in the business itself, except possibly that his company was selling them materials. The others would be--maybe his son-in-law, Ted, was on the board, and maybe--no, I never sat on the board, but I attended meetings.



Glaser: Was this a public company, then?

Rabinowitz: No, it was a private company. It had stock, but it was wholly owned inside the family, himself and his wife, Grace. They had stocks and bonds, but it was an incorporated company.

By a curious coincidence, if you went through the door here and saw Jacobs, Blanckenberg, May and Colvin, they were the attorneys for his father-in-law and for the company. He was president until 1968, at which time it merged with a big New York outfit called Amerace, which is listed on the big board.

Glaser: When Mr. Hirsch became the head of Patek, did the Patek family give him free rein?

Rabinowitz: He and his wife owned all the stock, so--

Glaser: I see. Was this at the time of his father-in-law's death?  
[tape off briefly]

Rabinowitz: Marcel and Grace were the stockholders. And then besides that the company had debentures, which you would recognize as bonds, and some of the children and others--those were obligations, debts of the company. But the stock holding was in Marcel and his wife, Grace, so they were a hundred percent of the company.

Glaser: From the time of marriage?

Rabinowitz: Yes.

Glaser: But aside from the stock, when did he assume complete control?

Rabinowitz: I would say he was practically there by the time he was married, because his father-in-law was elderly, and he used to spend his time at the club every day from about lunchtime till five o'clock playing dominoes or something or other, and Marce was running the shop.

Glaser: He really welcomed having a younger man take over, then?

Rabinowitz: Oh, yes, yes, yes.

Glaser: Did you know the Hirsches socially, meaning Marcel and Grace? Did you and your wife--?

Rabinowitz: I wasn't married then and I was there so often that I still owe them hospitality. The little girls, the little devil girls, would say, "I had a date tonight, but I heard you were coming, so I broke it to stay home." They sat on my knees when they were so high [gestures], so I knew them from childhood.



Glaser: What kind of a family life and what kind of a family was it?

Rabinowitz: They lived out on Euclid, 530 Euclid in Jordan Park, and they had a nice home. As I said, Grace was a very distinguished woman of very fine taste. The house was--well, there were a lot of Dixons hanging around.

Glaser: Oh, Maynard Dixon?

Rabinowitz: Yes. And there was this and that and the other. It was tastefully done, and whatever Grace did was done in a distinguished but comfortable way.

They entertained a great deal. I was there very, very frequently. I wasn't married at the time; I didn't have sense to get married early enough. They were very hospitable and included me in many of their social affairs. They had a group of very close friends. One of the closest was the late Adrien Falk, which is a name which must be known to you. He was probably the most distinguished Jewish man in San Francisco.

They were sociable and the family maintained a lovely home, they were hospitable, and they in turn came and went, and I was there very frequently.##

They were both strong personalities. I'd say it was a happy house in the better sense of the word. It wasn't a gushy, sloppy house at all. They were both persons of firm opinion. The girls were beautiful children, Susan and Mary Ann. As I knew them, as children, they were affectionate and spoiled me as an adopted uncle or something or other.

Well, they're matrons with their families and their own diverse ways and so forth. Susan, I think, has two children and a grandchild. Mary Ann has three children.

Grace died in 1956.

I should add that in 1958 Marcel met and married Ruth Delman of New York. Ruth, like Marcel, had been married and lost her husband. She had a lovely daughter, Susan Otterbourg, married with two beautiful and talented children. Ruth was educated, cultivated, and at the same time practical and competent. She devoted her life to Marcel and although herself critically ill, found the strength and resources to be able to see that Marcel, in his last illness, was cared for in every way humanly possible. Her only object in life was to survive and care for and protect him.

Since Marcel died, she has been a complete invalid, grateful only that she was able to care for him to the end.



Glaser: Where do you come together with Mr. Hirsch in community activities?

Rabinowitz: In community activities, I do not come together with much of anybody. I have for many years not been active outside of my own office, and in my own office I have been increasingly and intentionally less active, having all the qualifications that Eisenhower and some of the other guys had to be president--to wit, coronaries and this and that and the other things. So my object in life is to turn my work over to others and come down for three, four hours a day, for part of the week, and then go over to Sleepy Hollow in Marin and spend a nice quiet weekend on a hill surrounded by trees. So I have not been active at all in community affairs for many, many years now.

Glaser: Had you been?

Rabinowitz: Not in the sense that these men [have been]. I worked for the Welfare Fund for years, and I was once on the budget committee. I was active at the club. I was a director and I was on the election board and the secretary.

But quite some time ago I ran into bad luck healthwise. I now find that coming to the office and taking care of a couple dozen of my lifetime friends and clients, I'm told by my doctor, is good for me.

I'm usually here Mondays through Thursdays. Then on Thursday afternoons I go across to Marin and get bucolic, and watch the deer come down and the quail come over, and pretend to sniff a few buds. So I have not been active at all since '61.

Glaser: But prior to that, were you active in the same--?

Rabinowitz: Not in the sense that these people were. My interests were along Zionist interests. My brother Leo and Judge Golden and Dr. Harris were the original Zionists when it was a bad word and in the days, if your knowledge goes back, when Dr. Sokolow was president of the World Zionist Organization. And the name Jabotinsky is known to you?

Glaser: Oh, sure, sure.

Rabinowitz: They were all friends of my older brother Leo, who is not living-- [they] were the active Zionists and our interests ran along that way.

Glaser: Well, you must have been very upset by the American Council for Judaism when it was very active here.

Rabinowitz: Very much upset.



Glaser: In earlier years, how much did you see of community involvement on the part of Jewish leaders? Was there a dichotomy between efforts made purely for the Jewish community and those which were for the greater community?

Rabinowitz: I'll give you a lawyer's answers: yes and no. The Jewish community in San Francisco always participated in the general activities in a much greater proportion than their numbers. They participated and in due course, if you went over the list of the antecedents of the Community Chest, you will see from time to time the leaders would be a Jewish name and a Jewish name and Jewish name. And you will find that the large contributions were equally large from the Jewish community to the general community as they were to the Welfare Fund. And for a strange thing in San Francisco in those early years when Zionism was a bad word and where the Council for Judaism was so strong, my brother and Judge Golden and Dr. Henry Harris stood so high in the Jewish estimation that they got more money from these anti-Zionists for Israel [laughter] proportionately than any other city in the country. It was almost on the personal basis.

As far as San Francisco was concerned, Zionism's biggest boost among the Council for Judaism people was Mrs. Weizmann's French Parisian gowns.

Glaser: That made her acceptable?

Rabinowitz: That made it a respectable movement.

Glaser: Did the Jewish community in San Francisco fear anti-Semitism, or was it the other side of the coin, that they wished great acceptance?

Rabinowitz: They lived in a time when the word was, "Don't stir up anything. Work quietly. Work quietly. Don't stir up anything. Don't have a mass meeting at the Civic Auditorium for Weizmann and have ten thousand people there," as we did. "No, that's bad." But we did it anyway.

But they were very happy and very honored to invite Weizmann to their home for dinner, the same people, and to their credit they gave generously.

Glaser: But it was all on a low profile?

Rabinowitz: It was on a low profile.

Glaser: I'd like to hear more on the relationship of Jews to the non-Jewish community.



Rabinowitz: They were of the best in the sense that the Jews participated in civic events and in civic charities and in cultural events and so forth, if they had enough money and social standing, or if they were willing to work hard. You can take the roster of anything from the symphony to the museums and the zoo and the this and that, and you will find that there will be always many Jewish names.

And they'll always be generous donors. The exception will be somebody of outstanding talent or outstanding personality who would make good even in Iran. That happens.

Glaser: There's been kind of a flirtation with assimilation, has there not?

Rabinowitz: Oh, there are assimilation, intermarriage, and whatnot progressively increasing with perfect acceptance of their parents and of the community. That's going back twenty, thirty, forty years. It was unheard of, you know, in the last century.

Glaser: Yes.

Rabinowitz: No, there's a growing assimilation.

Glaser: Is it your feeling that this has not altered Jewish commitment or upholding Jewish values?

Rabinowitz: It has, and in many cases it produces a neuter family, both as to the original participants and the next generation.

Glaser: Yes.

To get back to the Hirsches, why did they send their daughters to the Dominican College?

Rabinowitz: Dominican was a very fine school. The choice, I think, with them was either Mills College or Dominican. Dominican in those days was academically excellent and it was a very strictly supervised institution. Not having any daughters, I have to just guess that the parents decided that Mills was pretty close to Berkeley and there was a little more freedom there. I think it was just on general principles that they felt that it would do the kids no harm. Those were the days when you'd send your boys to Hitchcock Military Academy over there in preference to a college, where they wanted discipline in the family. The only choices were Burke's and Hamlin, which were finishing schools for girls. The gentile social world--their children went there and then went to Stanford, and that was the route. Jewish girls went there, a few, not too many; I know some did.



Rabinowitz: I think they [Hirsches] decided that they wanted the girls to get a good education academically and they wanted them to be as close to a monastic influence [laughter] as possible. If they were boys, they probably would have sent them to a military school.

Glaser: [laughter] I see.

Can you think of any questions that I should ask Mr. Hirsch to open up his memories?

Rabinowitz: Yes. Ask him about some of the interesting and distinguished San Francisco people--I mean, distinguished for real activities--that he knows. He was close to many of them, starting with Adrien Falk and others, who were outstanding in what they did, in the range of their activities.

Glaser: That's a very good question. Can you give me some more names?

Rabinowitz: Start with Adrien Falk. He [Mr. Hirsch] will give you a list right down the line. You won't have to prompt him on that. Just ask him, "Who were the outstanding Jewish men or women (of course, there are women to be included in that who were artists and this and that and the other) whom you knew? And tell me some of the anecdotes about them." He was close with many.

Glaser: Who was John Elsbach?

Rabinowitz: John Elsbach was one of two brothers. I knew the parents; I knew John and Ed. I went to college with Ed. John was the younger brother and he is a figure that's created. If Marce talks about him, you will not believe what he tells you.

Glaser: His daughter told me to ask about him.

Rabinowitz: Yes. He's a mythical character who's just apt to tell you, "When Khrushchev invited me for breakfast--"

You say, "You're a damn liar, John," and he'll pull out of his pocket an invitation from Khrushchev. See? He's an entrepreneur.

Glaser: Is he still alive?

Rabinowitz: I think he is. He was a close friend of Marce's, incidentally, and he moved south. He was engaged in all sorts of promotional activities on a big scale. He's like the late Benny Bufano, whom I knew very well.



Glaser: You mean he's a legend?

Rabinowitz: Well, Elsbach isn't a public legend, but he is a legend in his activities. Bufano would say, "Bert, Eleanor wants me to come to lunch."

And I'd say, "Eleanor who?"

He'd say, "Eleanor Roosevelt."

I'd say, "Benny--." Out of his pocket would come an invitation. [chuckles] So Elsbach will tell you the tallest tales and back them up, and Marce will go on for a week on Elsbach. They're very close friends. They were engaged in some business ventures together and so forth. Marce is the kind of a fellow who is cautious--"cagey" isn't the word--but if he has trust in you, he won't ask a question, he won't say a word, and when you're ready to tell him something, he'll listen.

Glaser: I understand he's extreme in his likes and dislikes.

Rabinowitz: Yes, yes. He's extreme, but he can give implicit trust.  
[tape off briefly]

His business reputation was super, super, super, super. He would not send out a product that he wasn't satisfied with, even though he could sell it and even though there was a request for it. He wouldn't make it; he wouldn't send it.

Glaser: And he also didn't bend the law, from what you say.

Rabinowitz: No, he did not bend the law in any shape or form, certainly not all the times that I was the company attorney; we never had any problems of any kind. We never had an income tax problem of any sort. He had the best CPAs. He had a good lawyer; I won't say the best, but he had a good lawyer. He had fine chemists. He wanted proper guidance and his business conduct made Caesar's wife look like a bum.

Glaser: How does a man who is so busily engaged in business have time to devote so many hours in the Concordia Club?

Rabinowitz: It used to amaze me during all those years, and those were the Depression years, in the thirties and whatnot. He would be at the club at six or seven in the morning, before he went to his office, and he would stay there two or three hours. Then he would go to his office and work till three, four, or something or other, and then go back to the club.

Glaser: Why?



Rabinowitz: Pride.

Glaser: You mean because he was president, it had to be the best?

Rabinowitz: He was president and he was going to see that it survived and succeeded and kept up to its standards, insofar as it was humanly possible. He had great pride and he was an able administrator. He delegated, but kept strings on his delegations.

Glaser: Does he have a great need to be helpful? Is this part of his personality, a need to be needed?

Rabinowitz: [pauses to think] I never took any courses in abnormal psychology, so--[laughter]

Glaser: I don't think that's abnormal. [laughter]

Rabinowitz: My answer would be that I think he wanted recognition, and he was willing to work for it, and whatever he undertook he did a hundred percent. I suspect he's been very generous in his personal contributions of money, not just time and whatnot. Just without even looking into my desk drawer, where I could probably tell you the answers, I know that he's very generous that way and it's a sense of duty and maybe recognition, in the best sense.

If everybody was like me and sat back, nothing would be done. I mean, a lot of good intentions and a lot of good ideas. But now for a third of my lifetime I've done nothing, except for myself, my family, and my clients, and what contributions I could make of money, which amounted to nothing more than writing a piece of paper and didn't deprive me of one sugarplum. If everybody was like me, nothing would be done.

I guess it's the same urge that makes someone run for president or mayor or governor or something else. I think, yes, there is a desire for recognition. There is also a knowledge that you have abilities and that you can contribute and that there are things going on that aren't being conducted properly and that if you could get a hand on that, you could do some good.

I couldn't tell you now all of his activities. I know he's active with the American Jewish Committee, and I know he meets frequently with that. I know he's active in various other--I don't like the word "charitable"--public enterprises.

Glaser: Philanthropic, do you mean?

Rabinowitz: Yes, philanthropic. And I know that [chuckles] you'll find him at the French Club. [tape off briefly]



Glaser: You're saying that he's not a phony.

Rabinowitz: He is not a phony.

Glaser: That he really knows what he says and what he does; it's not for show.

Rabinowitz: He knows more than he says and more than he does. If he's connected with an organization, he knows all about it. He makes it his business to know it.

Glaser: You make him sound like a very honorable man.

Rabinowitz: Yes. Oh, I do, I do, I do. He's a very honorable man. He's very thorough. [tape off briefly] If he's connected with an organization, he doesn't want to be a dummy, just a name on it or something. He wants to go down in the engine room of the ship and see the wheels turn, and he wants to be able to judge for himself whether there's danger or no danger.

[suggesting question to be asked of Mr. Hirsch] "Who are the interesting people that you have met in San Francisco and elsewhere?" Because he can tell a story in very sparse words and he'll get right to the--very succinct. It won't be a caricature, but it will be a sharp outline. There will be other people whom you know too.

Glaser: That's fine. I would like to make this useful for research in sociological terms--you know, the Jewish community within the greater community. Can you give me any ideas of the kinds of questions to ask him? You obviously have been studying this community even if you haven't been active in it.

Rabinowitz: I was born here and I know more than I say. You'll find out sometime that my father was a--well, what will I say? He appeared in court once as a witness before a Catholic judge, a witness to an automobile accident. The judge phoned me the next day and say, "Your father is the most Christ-like man I've ever met." Anyway, that's another whole story. That's worth a book in itself.

Marce has had a good deal of contact with the non-Jewish community socially. But he could assemble at his eightieth birthday party a group of friends, and half of them would not be Jewish, particularly from the French Club and whatever else he belongs to. He probably belongs to the World Trade Club (you know, down in the Ferry Building) and the Concordia, and God knows what else, although he's not a joiner by nature. But these two or three clubs were his life.



Rabinowitz: The real separation between "Jewish society" and non-Jewish society hasn't changed a whit over my lifetime, not fundamentally. The Concordia-Argonaut was originally two clubs; one was the Argonaut and one was Concordia. The Argonaut was mostly a club for very wealthy Jews, very limited, and it had quarters across the street from the St. Francis Hotel, on Powell and Post, where United Airlines is. It was mostly a lunch club. [tape off briefly] The Concordia had a gym and a swimming tank and all the rest of it. Came the thirties, and they merged. [tape off briefly]

Glaser: Do you think that Mr. Hirsch, more than many, has managed to bridge the separation between Jews and non-Jews?

Rabinowitz: At many levels, yes. To me, "social" is a bad word, and in that sense I don't think the "upper level social" have ever really merged or mixed--[tape off briefly]

Glaser: Mr. Hirsch doesn't have that kind of money. How is it that he's been able to bridge the gap?

Rabinowitz: [tape ends before Mr. Rabinowitz can answer]



## XI AN INTERVIEW WITH DANIEL STONE

[Date of Interview: 18 February 1980]##

Foreword

A little later on in this oral history I comment that I do not like to solicit money, because I talk about it all day.

But being responsible in part for this memoir included collecting the funds for it--and that was exciting and fun because of the quick and generous responses. The basic idea came from John Steinhart, and he made a generous contribution to the history. Marcel's daughters, Susan Euphrat and Mary Ann Klapper, joined me in providing the balance. But what was--and remains--most exciting was the reaction of Marcel's grandchildren--all of whom said that if more money was needed to complete the work they should be asked first! Their continuing interest in what this work is going to say and their desire to own their own copy remains most gratifying.

Marcel was my father's best friend and eventual brother-in-law. He was also my "uncle"--not only by courtesy as was common forty or fifty years ago, but by mutual choice and consent throughout our lives.

He was opinionated and positive in many ways, but in ways he always thought to be right.

He was also a warm and loving husband and father--and a devoted friend and uncle.



Glaser: I'd like you to tell me about Mr. Hirsch--family and organizations.

Stone: I think that you've probably covered almost everything. I'm sort of--what?--standing in the wings watching and listening to all the things that Marcel has done in his life. Of course, I'm not really family--

Glaser: You're stepfamily, aren't you?

Stone: Stepfamily. But he's my uncle and I'm his nephew, and that's the way it is and the way we introduce each other, I suppose, on any occasion. You know, maybe he thinks twice or I think twice about what we're saying, but to the visitor or whomever we're meeting it's uncle and nephew.

We've always been very close, even before he became a stepuncle. He and my father shared the same birthday, although Marcel was two years older. It seems to me that ever since I can remember there was a birthday party--or for many years there was a birthday party--at one house or the other on the 10th of August.

Marce's two daughters are roughly a year older and a year younger than I am and I've known them all my life. If my father was taking me someplace as a child, like as not one or both of the girls would be coming along. Or if Marce was taking one or both of the girls, like as not I would be coming along. I think in San Francisco, where you find people of my father's and Marce's generation who have known each other all their lives, there was a tendency for the children in some ways to cling together, even if there was no blood relationship.

Glaser: Your father and Mr. Hirsch were very close friends, were they not?



Stone: Extremely. I think they talked to each other at least once a day on the telephone, whether it was a business day or a weekend, and like as not more often than once a day. And certainly, they would see each other at the Concordia Club at lunch.

Glaser: I think Mr. Hirsch had a great admiration for your father.

Stone: It was mutual. It was mutual.

Glaser: Well, he must have been very pleased that his sister married his best friend.

Stone: I don't know. I really don't know. It's one of those things that it's very hard to say. The funny thing, I suppose, is that Grace, Marce's wife, and my mother were the very closest of friends. My mother had come out here from the South, from New Orleans, when she married my father and really didn't know a great many people out here.

Glaser: What was her maiden name?

Stone: Ruth Labenberg. She and Grace, as I say, just sort of hit it off. Grace was always very good to me, all during her life. I think she took special care of me. When my father married Marce's sister Helen, the closeness of Grace and my mother had to disappear. Some years ago, I was throwing away some of my mother's things and there was a letter from Grace that really almost--it did make me cry a little. It was a beautiful letter. It said that she had to break off the intimate relationship they'd had, but if there was ever anything she could do or anything that my mother needed or I needed, that she would be there. So it's a funny thing.

Glaser: Mr. Hirsch was so involved in business and in community affairs--it seemed to me he didn't do anything halfway--did he have time for his family?

Stone: Oh, yes.

Glaser: I would have thought he was always at meetings.

Stone: No. I think that he was at meetings and involved in business after doing what he had to do with his family. I think he has a very deep affection for his children, and I think he had a very deep affection for Grace, and I think he has a deep affection for Ruth.

I think whatever he does, he does with an intensity, and I think that he is probably one of the most outstanding people I've ever seen with the ability to control his time and effort. He can devote himself to anything for a given amount of time and then go



Stone: go on to the next thing and give that his full attention without being distracted. He had an ability to concentrate and to do what he thinks he should that I find quite rare.

Glaser: Is that how he was able to be the manager of the Concordia Club and manage his business as well?

Stone: Well, you mean the president of the Concordia. Yes.

Glaser: [looking through notes] He was president from '37 to '48. I thought during that time he served as manager as well as president.

Stone: Well, manager in the sense that he was supervising what the manager did, and very closely. But he was really the president. He did have a good manager there, at least in the earlier portion of that time, Norman Kelk. I think maybe Marcel served as a surrogate manager between Mr. Kelk's death and the hiring of the successor, or in between managers, or if somebody was sick. But he was never really the manager of the club per se, to my knowledge, and I'm not sure when Mr. Kelk died.

Glaser: I think he said that he was down there from seven until nine or ten in the morning and then would go to his office.

Stone: Oh, that's absolutely right. There's no question that what he said was what happened, because we have often talked about it. I'm on the board of the Concordia now and was some fifteen, eighteen years ago--twenty years ago, I suppose. He always said that if you were going to be the president or you were going to be the chairman of the house committee, which in those days involved the food service, you had to be on the premises at least twice a week. You had to watch them unload the food and put it in the refrigerator. You had to watch the employees in the kitchen go home at night. You had to be there unannounced to go around and stick your nose in every place where you had a responsibility. Now, maybe that's like managing and it seems like managing, but he was really only the president. [chuckles]

Glaser: Is that unusual? Were most presidents that involved in seeing that things ran well?

Stone: I think every good (competent) president has been involved in seeing that things go well, but let's say Marcel was perhaps a little bit more devoted and a little bit more concerned with the niceties, details. He liked being a close supervisor and he liked to be involved. Of course, during those days times at a club were pretty tough. You had to watch your pennies and your employees and really supervise closely what went on. I think many clubs today, including



Stone: Concordia, are a little bit--what should we call it?--fat, and proper attention is not paid to detail. I'm going to a board meeting tonight and we're going to talk about it. [laughter]

Glaser: Tell me about your recollection of his community service, his activities before the merger of the Welfare Fund and the Federation of Jewish Charities.

Stone: I'm really not very conversant with that. I've heard him tell stories, none of which come to mind offhand. But while I know that he was always involved in public work, I'm really not that thoroughly familiar with all the many things he did.

I know that he had great responsibilities as far as the Community Bulletin was concerned. I know that he's told me his story about trying to get some money from Walter Haas, or some additional monies, for the Jewish Welfare Federation. Walter, of course, was a great contributor to everything that you could get him convinced was doing a good job. But according to Marce, he was apparently somewhat more inclined to favor the Community Chest in those days. If I remember Marce's story correctly, he finally got Walter to come over and look at the Community Chest's major contributors over a two- or three-year period. Marce was able to show Walter that six or seven or eight of the largest contributions that came into the Community Chest were from Jewish people, and that Walter should consequently realize that the Jews were doing their part for the Community Chest and more work had to be done for the Federation or its predecessor organization.

I think it's probably an example of how determined Marce can be when he thinks something should be done. [laughter] It's going to be a cold day in hell if it doesn't get done! [laughter]

Glaser: Yes. I understand he was an excellent fund raiser, that he took the advance cards.

Stone: I think he did that. I think, again, San Francisco was a small enough community, so that if somebody had been born and raised here, while he might not have been intimate socially or had business relations with other leaders of any given time, at least there was an acquaintanceship and an ability to get in the front door and talk to the person. As I say, when Marce is determined, Marce is going to get what he's after or have a damn good reason why he doesn't.

Maybe one of the things that, to me, is most interesting is that aside from his interest in wine, I don't know of any avocation that he has, except, possibly, doing community work. You know, most people collect stamps or coins or do this or do that or go fishing or whatever. Marce doesn't do any of those things.



Glaser: He collects wine!

Stone: He's a great connoisseur, yes.

Glaser: Do I remember either you or Mr. Hirsch telling me there was a time when the two of you didn't talk?

Stone: It was probably me.

Glaser: Do you want to tell me about it?

Stone: Why not? I was on the Election Board--which is the Admissions Committee--of Concordia. And this is how intense Marcel can be. He proposed a man for membership--and that man didn't make it. Somehow I was picked to be the one to tell Marcel. And he was really upset--and seemed to take it personally. (It is pretty surprising that someone he would propose would not get in--but there was a great outcry, and more objection than I have ever seen--and have rarely since.)

Anyway--I guess because I was the one to tell him--he acted like it was all my fault. And--literally--he didn't talk to me for a long time. It really became uncomfortable--because our families were still celebrating birthdays and so on together. Finally I called him--and took him to lunch (I think it was the only time he ever let me do that) and we got everything straightened out and have been better friends ever since.

Glaser: The one activity that you share with him is the American Jewish Committee, do you not?

Stone: I'm not really with him on that. You know, I used to make a token contribution. Then one day Edgar Sinton called me and said I wasn't giving enough. If Edgar calls and says give more--and he did--then I did. Then a couple of weeks later, John Steinhart called me and said I wasn't giving enough, and I said, "But Edgar already called me." He said, "Edgar let you off too easily." [laughter] That was 1977, the year that Marcel got the Humanitarian Award down in the Carmel Valley. I've been a faithful contributor, I hope, ever since.

Glaser: Aren't you more active than that?

Stone: No, I'm not really any more active on AJC.

My major Jewish activities have been out at the Temple. I have to talk money to people all day and I don't like to have to go out and raise it.



Glaser: Are there no activities other than fund raising, or is that the essence of it?

Stone: Well, I don't mean to imply that that's all there is to any charitable organization. But anything you do takes time, if you're going to do a good job like Marcel. I think maybe that's why, as you look at his career, you see that he moved from one organization to another, at least during his active business life. Whatever he did got almost his entire devotion. He didn't divide himself up.

I find that being involved in this kind of business that I am, it's ten- and eleven- and twelve-hour days, and I have learned to restrict myself to one or two organizations, at least, that take work. I think I'm on everybody's sucker list, along with Marcel; he refers to charitable lists as "sucker lists." It's nice to be able to give some money. It's nicer to be able to work. But if you're going to work, you might as well do a job in one place and not just show your face in ten. At least that's what I think.

Glaser: And obviously he did too.

Stone: I think that's right. I think that's right.

I think he's very sympathetic with my feeling that our Western Jewish History Center board shouldn't meet on Fridays, because on Fridays it's the beginning of the weekend. They always have their meetings on Fridays. So I don't get to go very often.

Back to Marcel, I really don't know how much else that I can tell you. I think in his own way he's as devoted a friend and father as anybody I've ever seen, but it is in his own way.

Most of his intimate family are and have been all very bright people, very quick people. "Opinionated" may not be quite the right word to use, but they've been people with opinions anyway, and nobody's ever hesitated to voice them. I think maybe in some cases he's been a great peacemaker between members of him family.

As we grow older, we become much more tolerant. It may be that as we grow older, we learn to accept life a little more easily than when we're young and have greater expectations and greater demands in some ways. But I think there's a great deal of truth to the statement that sometimes you soften with age. You tend to accept things more as they are and people more as they are, and you don't try and change them. If you get along, fine, and if you don't get along, okay. I think people tend to--maybe "relax" is the word.

Glaser: You have seen this in Mr. Hirsch?



Stone: Oh, I think so. I think so. And I don't think (until just this last couple of months) it's been because of any diminished mental ability or, really, physical ability. He had learned to handle himself within his physical limitations.

Glaser: May I ask what his illness is, or would you rather not say? I was left with a feeling that there's a blood disease but it's not leukemia.

Stone: We don't know. There is a heart condition.

Glaser: His eyes are bothering him a great deal now.

Stone: I think he had some problems when he had the cataract operation. I think there was a little heart spell either before or after. I sort of have the feeling that maybe he figured that it was something that just came along and he didn't tell anybody, having a heart condition of which he was being very careful. I think his inability to use his eyes has been a great frustration because he was an avid reader and he loved to watch television, and he finds both of these things terribly tiring and has since his operation.

Apparently there was some kind of eye infection and it did not really respond to treatment. But because there were other things wrong with him, he was reluctant to call the eye doctor that he was going to. He went through two or three ophthalmologists and there were some problems. Maybe they were personal problems. Maybe they were physical problems. I don't think anyone is really prepared to say. But Marce knew what he wanted to do, and that was what he did, and he didn't do anything else.

This last session in the hospital took a great deal out of him, and I think, of course, with Ruth in the hospital, he was terribly worried about her. She's not so easy either sometimes. I think maybe one of the problems for them was moving from a great big place where there was room for help in the house to this small apartment. But they decided they didn't like what was going on where they were, and they got out, and this was all they could find. I think when you're in a home with somebody who's sick and you're in a small room, it's damned uncomfortable and unpleasant.

I think there are all kinds of things that are a problem. I don't think Marce has accepted the fact that he's eighty-four years old, and he's not going to get well without some other kinds of effort, compared to twenty years ago if he'd been sick.

Glaser: It pulls one up short.

Stone: Yes. Well, I know several older people who had the good fortune never to be sick when they were young or middle-aged. But the converse of that good fortune is that you don't know how to be sick, and that's



Stone: a real talent. There are points--and I suppose again we all reach them as we get older--where our recuperative ability is diminished sharply and we're not willing to accept it. So we decide, "The hell with it," and lie down and that's it.

Glaser: I hope that isn't going to be the case.

Stone: I hope it isn't either. I haven't been up there since the end of last week. But I gather that starting with last Saturday, he decided he wasn't going to get up.

Glaser: He got up today for our interview.

Stone: Did he get up today?

Glaser: Yes, and he was up last week for an interview. He was up for about fifty minutes. Only afterward, when Mr. Weintraub told me that Mr. Hirsch had wanted to cancel the interview, was I aware that things were not too good. I hope this project will stimulate him.

Stone: Well, I think this was something that he had to do today, and I think it was good, the fact that he--apparently it was the first time he was up.

Glaser: I'm going to call him for another meeting next Wednesday.

Stone: Yes.

Transcriber: Marilyn White  
Final Typist: Matt Schneider



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## In Memory of Marcel Lavenson Hirsch

It was thirty-two years ago this coming month that I met Marcel Hirsch. He was one of a remarkable group of community leaders who gave San Francisco a distinguished reputation for dedicated service to humanitarian causes. All too often, recently, we have had to gather in sadness to say farewell to one after another of that generation whose noble deeds have enriched our lives and left us a heritage of inestimable value. Now, Marcel Hirsch has joined in death those with whom he shared a long life of high purpose and great endeavor.

In his way of life, Marcel has always aspired to preserve what he perceived to be changeless traditions and values; but what great and profound changes took place during his lifetime! He was a man whose temperament, character and mind led him to follow time-honored paths and to stand firmly by the established ways. Yet, as the currents of changing times and circumstances exerted their pressures, Marcel Hirsch was to be found among those who faced the challenge of change with a resolve to do it constructively. There are many examples. Let us recall only a few that are well-known to many of us.

Before the present Jewish Welfare Federation was formed, we had both a Jewish Federation and a Jewish Welfare Fund. They had different forms and functions. Marcel Hirsch had been active in both, but especially as the leader of some of the Federation agencies. When the time came to merge the two separate organizations into a unified community enterprise, Marcel was among those who supported the new concept and worked for an effective transition.

Long before the present United Way and its predecessor the United Bay Area Crusade came into being, we had the San Francisco Community Chest. Marcel Hirsch was one of its leading supporters. When rapidly expanding needs and new problems called for change and reform, Marcel was there to help with the transformation from the old way to the new way.

Before the present San Francisco Jewish Bulletin existed, there was the old pioneer weekly called the Emanu-El and later renamed the Jewish Community Bulletin. Marcel Hirsch served on its board as long as anyone I know. In that experience, too, he demonstrated the willingness to come to grips with the necessities of a changing community and a changing world.

Those are but a few examples of Marcel Hirsch's lifelong devotion to community welfare and social service. It was not only a greatly deserved recognition, but also one that symbolized the spirit of his work when the American Jewish Committee honored him with its Human Relations Award.



Marcel Hirsch was a respected and familiar figure in the dwelling-places of the community. But, active as he was in community life, the heart of his own life made its habitat in profoundly more personal environments. In such special places as Concordia or the French Club, sharing the warm companionship of old friends and kinsmen--Marcel could keep alive and fully enjoy the style of life and its values that were so deeply rooted in his background, his heritage and his own cultural predilections.

And, more than any other place, his being was centered in his home and his family. Whether in times of joy or hours of sadness, whether bearing up under tribulation or exulting in happy fulfillment, it was as husband and father, as grandfather and great-grandfather that he gave the best of himself to make the best of life.

Marcel Hirsch was given a full number of years, and he filled them worthily. Always an exemplary gentleman of his time and tradition, he shouldered his full measure of life's demanding responsibilities. Now let his memory live as a blessing.

Rabbi Alvin I. Fine

March 4, 1980  
San Francisco, California



24 San Francisco Chronicle ★★ Tues., Mar. 4, 1980

### Marcel L. Hirsch

Funeral services will be held today (Tuesday) for Marcel Laven-  
son Hirsch, a prominent San Fran-  
cisco civic leader, who died Satur-  
day after a short illness. He was 84.

A native of San Francisco, Mr.  
Hirsch played an active part in  
Jewish community affairs. He was  
a past president of the Concordia  
Argonaut club, a former campaign  
chairman of the Jewish Welfare  
Federation and one-time president  
of the Jewish Family Service  
Agency, the Federation of Jewish  
Charities and the Jewish Bulletin.

In addition, he was active with  
the San Francisco Community  
Chest, St. Vincent de Paul Society  
and Columbia Park Boys Club. He  
was also involved with fund-raising  
drives for the University of San  
Francisco.

In 1976, Mr. Hirsch received  
the American Jewish Committee's  
Human Relations Award.

He is survived by his wife,  
Ruth; two daughters, Susan Eu-  
phrat and Mary Ann Klapper; five  
grandchildren and a great-grand-  
son, all of the Bay Area.

Today's services will be held  
at 11 a.m. at Sinai Memorial Chap-  
el, Divisadero and Geary streets.  
Inurnment will be at Home of  
Peace Cemetery, Colma.

The family suggests that me-  
morial donations be sent to a  
favorite charity.



FRIDAY, MARCH 7, 1980

SAN FRANCISCO JEWISH BULLETIN

HEADED BULLETIN 15 YEARS

# Marcel Hirsch Mourned; A Community Leader

Marcel Hirsch, who for more than half a century provided leadership to many Jewish and non-sectarian community and civic organizations, died here Saturday, March 1 at the age of 84.

A native of San Francisco, Mr. Hirsch was involved in many facets of community service, including the presidency of the board of directors of the Jewish Bulletin from 1961 through 1976. Mr. Hirsch was a member of the board of directors from the time the newspaper was purchased from San Francisco attorney Sol Silverman in 1946. He was succeeded as president in 1976 by San Francisco attorney John H. Steinhart.

Mr. Hirsch's numerous community activities included the chairmanship of the Jewish Welfare Federation campaigns in 1944, 1945 and 1951. In 1945 he was president of the Jewish Family Service Agency. In 1947 and 1948 he was president of the Federation of Jewish Charities and president of the Western Region of the Council of Jewish Federations. He did volunteer service for the Community Chest, USF fund raising, St. Vincent de Paul and the Columbia Park Boys Club.

Mr. Hirsch was a founding member of the Bay Area Chapter of the American Jewish Committee and for eight years served as treasurer. He served in several national positions with the Committee, including national vice-chairman of membership, board of trustees and a consultant in programming. He was honored with the Western Region Human Relations Award and in 1977 was given

the Distinguished Service Award of the Committee.

His business career was as operator of Patek & Co., an industrial chemical firm which he ran for 43 years until selling the company to Amerace Corp. in 1968.



**Marcel L. Hirsch**

Mr. Hirsch's dedication to the Concordia-Argonaut Club, of which he was a member for 60 years, was instrumental in developing that institution into one of the notable social and athletic clubs in the nation. He was president of the club from 1937 to 1948.

At the time of his retirement as president of the Jewish Bulletin, Mr. Hirsch paid special tribute to the late Jesse Steinhart who he credited with being the man who created the newspaper for the total Jewish community.

John H. Steinhart, who succeeded Mr. Hirsch as president of the publication, is the son of Jesse Steinhart.

Melvin M. Swig is currently president of the Bulletin's board of directors.

Edgar Sinton, who has held virtually every major Jewish community leadership post during the past 50 years, said that Marcel Hirsch was a fine philanthropist who contributed to many Jewish causes and was a stalwart member of the American Jewish Committee.

"He was a great man and I am very saddened at his loss. We were close friends for more than 20 years and his absence will be a great loss to the community."

San Francisco attorney Sam Ladar, long-time friend of Mr. Hirsch, told the Bulletin:

"Marcel was an outstanding person in terms of his devotion to the various civic and Jewish community causes. He was very loyal and had the ability to be very innovative. Marcel always had ideas about how to move forward with respect to the things that needed to be done."

San Francisco attorney Reynold Colvin, who served many years on the board of the Bulletin and is associated with numerous Jewish organizations, praised Mr. Hirsch

as a man "who did everything and did it with a spirit of complete excellence, whether it was for the Bulletin, the American Jewish Committee or the Concordia-Argonaut Club. His standards were the highest and he gave entirely of himself to the community."

Survivors, besides Mr. Hirsch's wife Ruth, include daughters Susan Euphrat and Mary Ann Klapper, grandchildren and great grandchildren.

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The Board of Directors of the Jewish Bulletin adjourned its meeting this week in the memory of Marcel Hirsch, long-time president of the newspaper, who died Saturday, March 1. Bulletin President Melvin M. Swig, speaking on behalf of the board, said "we mourn the passing of Marcel Hirsch who served for many years as a dedicated leader in the development of the Jewish Bulletin."

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1           IN THE SUPERIOR COURT OF THE STATE OF CALIFORNIA  
2           IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO

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7           HONORABLE JOHN A. ERTOLA

8           Department No. 6

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13           Reporter's Transcript

14           IN MEMORIAM - MARCEL HIRSCH

15           Proceedings of

16           Monday, March 3, 1980

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27           Reported by:

BETTY RUTH TANZEY, C.S.R.  
License No. 979



1 MONDAY, MARCH 3, 1980

P.M. SESSION

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3            ---oo---

4            THE COURT: When court adjourns today, it will do so in  
5 respect to Marcel Hirsch and in honor of his memory. Mr.  
6 Hirsch passed away on March 1, 1980, and he will be greatly  
7 missed.

8            Mr. Hirsch was a leader of our community, our state and  
9 our nation. He was an outstanding and very successful  
10 businessman with a lifetime of performance in the chemical  
11 industry.

12           He was devoted to his family and was a loyal and manfully  
13 loving friend.

14           Marcel was, for ten years, the president of one of the  
15 finest social clubs in our city, the Concordia-Argonaut Club,  
16 and was a senior and leading member of the Cercle de l'Union.

17           To this latter organization, Marcel sponsored my own  
18 membership, and every time I enter the French Club, as it is  
19 known generally, it will be with a warm mental salute to him.  
20 I will never forget this, among many other kindnesses of  
21 Marcel.

22           Marcel Hirsch, if measured by feet and pounds, was  
23 diminutive, but, when measured by every other standard, was  
24 a giant. In the forest of men, Marcel was strong as a Valley  
25 Oak, yet he was as flexible as an Island Palm. He was as big  
26 in spirit as a Sequoia, as tender as the bark of the Madrone,  
27 and as generous as the Laurel. He was a delightful companion,  
28 a serious student of history and world affairs, and an avid  
and eager reader.



1       He supported all that was good in our society, and  
2 being a fairminded and reasonable man, was dedicated to law,  
3 justice and equity.

4       We offer our sympathy and help in every way to Marcel's  
5 devoted wife Ruth, and to his beloved children and  
6 grandchildren.

7       Succinctly stated, Marcel Hirsch was a good man. He  
8 will be deeply missed by this court and the citizens of the  
9 community it serves.

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*Testimonial to*  
**MARCEL HIRSCH**  
*By His Friends*

June 1st, 1948



## COCKTAILS

*Menu*

HORS D'OEUVRES Chaud et Froid

HUITRE de l'est sur le demi COQUE

POTAGE CLAIR TORTUE VERTE avec SHERRY

TORNEDO à la MARCEL

GARNI AVEC

SAUCE BEARNAISE

POMMES DE TERRE PARISIENNE

LES ONIONS FRITES

ASPERGES AU BEURRE FONDU

ALASKA GRATINE

DEMI TASSE

CHAMPAGNE

CIGARS

LIQUEUR



## *Committee on Arrangements*

M. S. Cowen      Max Fredrick      A. S. Glikbarg      Dr. Franklin I. Harris

Richard L. Sloss      Daniel Stone      Robert Wiel

### *Toastmaster*

Dr. Franklin I. Harris

---

*There's no prexy like Ex-Prexy,  
Like Ex-Prexy Marcel—  
As he shuts his desk and gets his clearance,  
After many long and weary days,  
What a vast improvement in appearance  
And in adherents  
Confronts his gaze!  
There's no prexy like Ex-Prexy,  
So hail, Prexy—farewell;  
Pass your heavy burden on to someone new—  
Take your ease as the members do—  
You've hung up your record and we're proud of you.  
Well done! Now have some fun!*



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DR. FRANKLIN I. HARRIS		MR. ROBERT D. ZELINSKY



# PATEX NEWS

*For the Laundryman, Dyer and Cleaner*

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No. 1

**A**t this high festival of Christ-mas-tide, when human hearts o'erflow with happiness and hope, when the very air is filled with Peace on Earth, Goodwill to Men, it is our joy to pause in the rush and confusion of the business year to wish all our friends Merry Christmas and Happy New Year

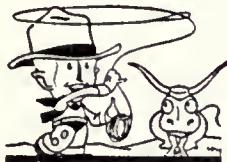
**Patek & Co.**

San Francisco

Los Angeles



## All Ready for the Twenty-Third Annual N. A. D. C. Convention



Break out your sombrero hats and the old leather chaps and join the boys at Dallas, Texas, January 22 to 24, 1930. There'll be a regular round-up, a few "bum steers" and somebody will "throw the bull" in order to maintain the real cowboy atmosphere.

Seriously, the National Association of Cleaners and Dyers intends to give the greatest educational program yet attempted.

The sessions will be conducted as "open forums," giving everyone a chance to enter in the discussions. This form of meeting proved unusually successful at the recent Laundry Owners National Convention, held at Minneapolis, Minnesota.

Among the topics to be discussed are:

### Two-Price Systems

How many are using a two-price system in the same plant? How has it worked?

How many are using two-price systems in two plants? How has it worked?

What percentage of the business is in the lowest and what percentage in the highest priced work?

Do customers change from one price of work to another . . . from lower to higher or vice versa?

What sales argument do you give your customers for more than one class of work?

Who is using a "price-averaging" system? What success have you had?

Who has tried two-price systems and has failed . . . and why?

What difference do you make in the cleaning or benzine-room on the two classes? In spotting? In finishing? In repairing? In packaging? What questions are to be asked?

### Clean-Only Service

Does a Clean-Only Service produce additional volume or does it subtract from the present volume?

Has a market been established anywhere for Clean-Only Service on men's work?

Are garments handled through your Clean Only Service especially to rural communities?

Will Clean-Only Service justify additional stores in poor communities?

### Economics

How many grades of cleaning should be offered and at what price differentials?

Should any difference be made in benzine room treatment of the different grades?

How is the difference best explained to the public?

Can delivery service on all grades be combined?

Can the same stores and trucks pick up and deliver the different grades?

What economies can be effected in combining the benzine room work of different grades?

What economies, if any, in finishing?

What economies in sales and advertising?

What processes are impossible of combination?

### Volume and Profits

What relation should annual volume of sales bear to invested capital?

Assuming equality of annual volume and investment, what should the minimum percentage of profit be on sales?

Should there be a maximum of profit below which a cleaner should keep his earnings? If so, why? If not, why not?

What disadvantage, if any, may result from excessive profits?

What effect on the cleaning industry does decreased profits have within a given city?

How many favor publication of earnings and number of garments cleaned each year? How many oppose it?

How many cleaners in the room whose profits in 1929 exceeded 10% on the gross volume of business?

How many cleaners in the room are willing to admit that their profits were less than 10% last year?

### Post Convention Tour

With such a line-up the discussions should be very interesting. Thirty-five Texas dry cleaners are serving on the reception committee, which promises to furnish entertainment . . . and plenty of it.

A Post-Convention Tour to the Rio Grande Valley is being planned, which will include stops at San Antonio, Brownsville, Matamoras, Mexico (Dry Cleaning on the north side of the Rio Grande . . . but Wet Cleaning on the South Side) and Houston.

Members of the Association should make every effort to attend this convention.

### Polo Shirts for Golf?

Either everyone will mount a horse and play polo next year, or else polo shirts are simply going to be worn for tennis, golf or what not in the way of sports and outings. Knitters are busy turning out these garments in the brightest colors of the rainbow. Spinners of combed knitting yarns report the largest volume of orders from these manufacturers in more than six years.—Textile World.

Take this trend into consideration when planning your advertising. Your salesmen should be reminded to say, "We return Polo Shirts clean and new-like." Of course, you should use Patek Silk and Wool Soap on this class of work.

### Pacific Coast Buying Power Divided

According to Silberling Business Service, the buying power of the various Pacific Coast districts is divided as follows:

	Percentage of Coast Buying Power
San Francisco - West Bay.....	8 1/2%
Oakland - East Bay.....	6 1/2%
Los Angeles Region.....	34 %
San Diego Region.....	3 1/2%
Sacramento Valley.....	4 1/4%
San Joquin Valley.....	6 1/2%
Santa Clara Valley.....	2 %
Stockton - Delta Region.....	2 %
Seattle Region.....	11 %
Spokane Region.....	4 %
Portland Region.....	11 %

### First Aerial Billboard

What is said to be the first aerial advertising billboard in the world has just been erected near Detroit, Michigan. Its tilted sign is visible both to highway travelers and to passengers who fly overhead from the local airport and advertises the merits of a brand of motor gasoline and oils. Sky riders say that its message is clearly readable from a plane flying at a height of 700 feet.—Popular Science, December, 1929.

The roof of your plant lends itself very readily to this form of advertising. Hovering over California's main valleys are many passenger planes carrying local people who would be impressed by your "aerial advertisement."

## Sheen

### —a Certified Product

. . . makes it easy for the cleaner to restore the original luster and body to silks, rayons, organdies and all other delicate work.

SHEEN enables the dyer to produce brighter colored work.

The cost is very low . . . SHEEN requires no elaborate preparation.

### Samples on Request

### Patek & Co.

Laundry Supplies - Cleaners' Materials  
Fine Dyestuffs and Dyers Materials

513-515 Sixth Street

San Francisco

2433 Hunter Street

Los Angeles

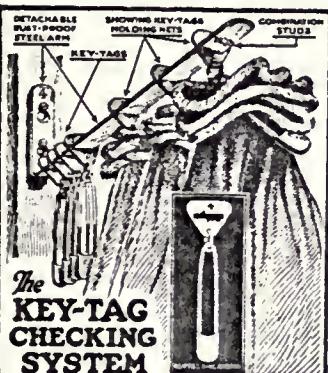


**LOCK OUT  
YOUR LOSSES!**  
*caused by  
claims for "Shorts"  
BY INSTALLING  
The KEY TAG  
CHECKING SYSTEM*

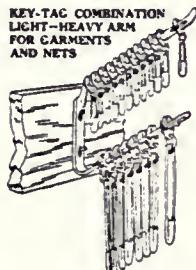
WHEN you install the Key-Tag Checking System you make a profitable investment in an automatic "fool-proof" identification system that will assure you of as near 100% accuracy as is humanly possible to secure.

Key-Tag is a simple, easily installed and operated identification system that positively checks every net and garment from the breaking table to delivery.

One nice thing about Key-Tag is that it is extremely flexible and its application has been worked with satisfaction in many different plants. You will find it equally valuable in every department . . . wet wash, rough dry, or family finished.



The illustration below shows one of the many types of Key-Tag arms with large pins for nets and small pins for individual garments.



The Key-Tag Checking System will pay for itself in a short time of use.

Write for Prices and Full Information

**PATEK & CO.**  
 Laundry Supplies • Cleaners' Materials  
 Fine Dyestuffs and Dyers' Accessories  
 513-515 Sixth Street 2433 Hunter Street  
 San Francisco Los Angeles

## Membership Principles of L.N.A.

1. I reaffirm my allegiance to my Country and its Constitution, and I believe in its everlasting endurance through law and order.

2. I believe in the Laundry Industry, its future, and its obligation to the American Home.

3. I believe that these three have their distinct rights in our industry: First, the Public; second, the Employee; and third, the Employer . . . and the rights of each must be protected by the other two.

4. To the Public: I respect the confidence placed in me by entrusting to my care property which it is my duty to treat with due regard for its preservation, hygiene and sanitation, as developed by the research work of our Service Bureau, and to return this property to its rightful owner. If I fail in any of these, it is then my duty to the Public, to my fellow craftsmen and to this, my Association, to make just restitution.

5. To My Employees: I demand for them the same respectful treatment from my supervisors that they may justly expect from me and I dedicate myself to the task of so conducting my business that they shall receive fair return for their labor and be enabled to enjoy healthful surroundings both physical and moral.

I also acknowledge my duty to consider their individual abilities that he or she may be placed to advantage and justly promoted when possible. I believe that man's right to work without reference to his membership

### Competition Relatively Low Among Causes for Failures

A nationally known commercial credit firm reports that competition accounted for but 3.6 per cent of business failures in 1928, holding fifth place among the causes of such failures. In their report for 1924, however, competition ranked seventh, accounting for only 1.1 per cent. A decrease was reported in the relative importance of incompetence as a cause of business failures in 1928 as compared with 1924, the decrease being slightly more than offset by the increase of lack of capital as a casual factor. The table below gives percentage figures for the two years:

	PER CENT	1924	1928
Lack of Capital.....	31.4	35.8	
Incompetence.....	34.7	31.4	
Specific Conditions.....	21.1	17.7	
Inexperience.....	4.8	4.8	
Competition.....	1.1	3.6	
Fraud.....	3.7	2.7	
Unwise Credits.....	1.3	1.3	
Failure of Others.....	---	1.3	
Neglect.....	1.0	0.8	
Extravagance.....	0.7	0.4	
Speculation.....	0.2	0.2	

—Merchandising Facts.

or non-membership in any organization is as sacred as his right to religious worship and should be equally free.

6. As Employer: I believe a fair reward is due me if I meet these obligations to the Public and the Employee, and that my compensation from the public should be based upon accurately determined costs.

7. I believe the dignity and character of the industry can be sustained and improved through our parent organization . . . THE LAUNDRY-OWNERS NATIONAL ASSOCIATION OF THE UNITED STATES AND CANADA . . . to which I pledge my support; and I further agree so to administer my affairs as to reflect credit upon my Association and my Industry.

### Overdyed Blacks on Silk

Frequently silks appear with a brownish cast. Where high quality black dye is used this cast is due to overdyeing. The excess dye can be removed by using one ounce of soda ash to 50 gallons of dye bath liquor and working for ten minutes after turning off steam.

Naturally the "bronziness" obtained as a result of using inferior blacks containing impurities cannot be satisfactorily removed in this manner.

## 4 out of 5

. . . laundries have trouble removing fugitive colors from white goods. . . . The other fifth smile at trouble. They see the colors go easily and safely . . . They use

### PATEK Yellow Remover

Be Prepared! Order Now!

8 Ounces.....	\$ 2.00
Carton of Six 8-oz. Bottles.....	10.00
16 Ounces.....	3.75
Carton of Four 16-oz. Bottles....	13.50
32 Ounces.....	7.50
Carton of Three 32-oz. Bottles..	19.00

### PATEK & CO.

Laundry Supplies  
Cleaners' Materials  
513-515 Sixth Street 2433 Hunter Street  
San Francisco Los Angeles



## THEY SAY



The stock ticker is no indicator of business conditions. If there be those among business men who cannot rid themselves of a contrary belief, let them compare the "new lows" of today with the quotations of a year ago. The curve has no alarming sag. The records which the business man must watch are those of his own operations and of the operations of his industry. There are no "new lows" on these records. Why, then, should business be bothered? It is not.—Oil, Paint and Drug Reporter.

There seem to have been invented in all the world's history, no more than three ways of running a business. . . . One is by rule. Another is by hunches. The third is by facts. The first two, it is obvious, have not become extinct. But if there is any one change which has come characteristically over the face of American business it is decreasing dependence on rule and superstition and the increasing habit of copying the methods of scientists, of examining all discoverable facts to make sure that one is as nearly right as possible before one goes ahead.—E. E. Free in *The World's Work*, November, 1929.

Uneconomical distribution, a reaching out after business that cannot be profitably handled when sales cost and realized price are considered, is one of the greatest handicaps in the way of profitable business today.

The greatest hope for fair profits in business for 1930 is the elimination of bad selling practices that interfere with a reasonable return on volume. Volume that results in dollar-swapping . . . or in selling dollars for 95 cents . . . has no economic justification. Intelligent application of management brains to this problem offers the greatest opportunity for better conditions during the coming year.—B. F. Affleck in *System*, November, 1929.

Good will is subject to depreciation a great deal faster than any of our machines. It must be oiled as our machines are oiled, with good advertising. . . . It should be lubricated with advertising. It should be lubricated with service—service better than our competitors are giving—polished and kept clean with courtesy . . . and heated with the fire of enthusiasm . . . and made productive by the most careful, consistent and personal management.—Walter H. Montgomery, Crown Laundry, Indianapolis, in Discussion at a recent L. N. A. Convention.

## Colors Announced For Spring of 1930

The Textile Color Card Association of the United States, Inc., has issued a bulletin giving the colors for the spring of 1930. Its report states that the new colors are for the most part of animated tonality, though reflecting a subtlety of cast which distinguishes them from the more brilliant intense hues.

### Greens

Greens are accorded much style importance, those with a bluish overtone like Bermuda Green being considered especially smart. The yellowish greens such as Sprig will have their place in sportswear. Tones of violet or purplish cast are outstanding. The gamme of Cornflower Blue, San Marco and Duomo Blue is of virile tonality, while Dolce Blue, Sorrento Blue and Amalfi Blue are violet-tinted.

### Yellows

Yellows are accented in two important ranges, both possessing considerable depth. The Japanese influence is evident in a group of mellowed golden tones called Formosa Yellow, Nippon Yellow and Imperial Yellow. The last shade is so called because it is the exact tone of the imperial robes worn by the present Emperor of Japan at his coronation ceremony. Butter Yellow and Copa de Oro are in the range of brighter hues. Beiges continue in the fashion picture, but they reflect a decidedly new feeling. Beige Clair and Plage Fleurie have a subtle bisque undertone, while Custard and Baba au Rhum are golden in cast.

### Orchids

New tones in the orchid range are Wistaria Bloom and Hyacinth. Rose-Mist, Cloud Pink and Haze Pink will be especially smart when combined with the new mauvish browns.

### New Shades

A smart group of animated shades for sports and evening wear high-lights various hues like Violine Pink, Salad Green, Lemon Rind and Lido Blue.—American Dyestuff Reporter.

### Renewing Worn-Out Accessories

Among other good New Year resolutions are those concerning upkeep of the inside "rolling stock" which serves you faithfully during the year.

Many a laundry truck needs a new set of casters. There is no economy in allowing equipment to run on flat wheels. Good casters are cheap. Look over your trucks and equip them for the coming year.

No doubt the canvas liners are worn and shabby. Now is the time to install new, clean liners which last a long time and certainly cost very little compared to the service they give. We will be glad to quote you on casters and on the complete Lane Line—the best line of canvas baskets, liners and trucks for laundry use.

## Data on Washroom Costs In Laundry Operation

At the recent National Laundry Owners Convention, during the production conference, a paper was read by Mr. H. B. Robbins of the Combined Laundries at Mt. Vernon, N. Y., on the subject of "Washroom Practice." During the discussion which followed the presentation of the paper, Mr. Robbins gave some figures on wash room costs which are of interest.

The figures are based on the cost of washing 1,374,326 pounds of dry clothes over eight months of continuous operation. All classifications are included.

The average time of washing was one hour and twenty minutes per wheel.

The average wage of workers was \$28.00 to \$33.00 per week; an average week being forty-eight to fifty hours.

About 40 per cent of the washing was done in nets, and the balance open.

The water cost was \$0.12 per 1,000 gallons, and the hardness of the water  $\frac{1}{4}$  to  $\frac{1}{2}$  grain.

Soap (88% Tallow).....	\$ .147
Builders.....	.016
Bleach.....	.034
Nets.....	.068
Water.....	.071
Other Materials.....	.038
Total Wash Room Supplies.....	\$ .374
Sorting.....	\$ .238
Wash Room Labor.....	.486
Extracting and Packing.....	.159
Total Labor.....	\$ .883

Total cost of labor and supplies, \$1.257. The above prices are all on the basis of 100 pounds of dry clothes.

## PATEX DYES

Now you can save time and money by ordering your dye-house requirements as well as your other supplies from your "Patek" representative.

Order Patek Union, Acid, Basic, Direct and Celanese colors in the popular shades . . . or carefully mixed to meet your requirements.

PATEK Dyes will please your customers . . . please your dyer . . . and please you.

Send Us Your Next Order

### PATEK & CO.

Laundry Supplies

Cleaners' Materials

Fine Dyestuffs and Dyers' Accessories  
513-515 Sixth St. 2433 Hunter St.  
San Francisco Los Angeles



YOU'VE OFTEN wanted  
 • • •  
 TO USE a stripper  
 • • •  
 WHICH YOU could  
 • • •  
 BE SURE was  
 • • •  
 THE MOST effective  
 • • •  
 AND OF course, if  
 • • •  
 THIS STRIPPER could  
 • • •  
 BE USED in copper kettles  
 • • •  
 WITHOUT CAUSING trouble  
 • • •  
 THEN SO much the  
 • • •  
 BETTER. LESS work, you  
 • • •  
 KNOW. WOULD be nice  
 • • •  
 TOO, IF this stripper  
 • • •  
 WERE A powder and  
 • • •  
 READILY SOLUBLE  
 • • •  
 YOU CAN get what  
 • • •  
 YOU'VE ALWAYS wanted  
 • • •  
 JUST ORDER  
 • • •

## Patex Certified Stripper

### PATEK & CO.

Laundry Supplies  
Cleaners' Materials

513-515 Sixth St. 2433 Hunter St.  
San Francisco Los Angeles

## Shirt Tales



The few remarks that I am about to make are not so much on shirt finishing, but on the shirts that aren't finished properly. The finishing of shirts is one of the most important factors in the laundry today, because a beautifully finished shirt is one of the best ways of securing the family bundle from the home. I find, in order to get production in the different plants, the quality of the work is often neglected. When we purchase a new shirt of some well-known brand we get a perfectly laundered shirt.

### Proper Sizing

A shirt with enough sizing in to produce a luster and to make the figures stand out, the neckband and cuffs have enough light starch or sizing to make them retain their shape, and the home manager knows, at a glance, that she, or her laundress, cannot finish a shirt like that.

### Satisfactory Finish Needed

Do we laundry-owners return our shirts in satisfactory condition? I am sorry to say that in a good many cases we do not. That is one reason we are not getting more finished shirts in our plants today and the very reason the home manager or the man that gets his shirts not satisfactorily finished, decides the laundress or home manager can do as good a job at home. Even a man who sends us a blue work-shirt should have his shirt done up in such a way that no laundress can duplicate it. Too often have I heard the remark, "It is only a work-shirt." In the not too far distant past laundries owed their very existence to shirt and collar trade. The shirts were mended neatly and in many cases new neckbands were put on without extra charge. Every shirt was inspected. But is that the case today? Decidedly not!

I have traveled from coast to coast this last year and from Canada to the Gulf; have visited and have had shirt work done in a good many cities, both large and small. I find that in a good many cases a beautiful shirt cover was hiding a shirt that would be a disappointment to the customer when opened.

### Clean Washing Essential

Shirts, in order to be properly finished, must be washed clean or it goes without saying that no amount of careful finishing can hide the defects of bad washing. For finished shirts modern equipment is neces-

sary. The equipment should be kept in first-class condition mechanically, and at all times should be padded in such a manner so as to insure first-class work. Shirts should be sized in enough light starch, or heavy sizing put in neckbands and cuffs to make them retain their shape. In order to insure the perfect shape of cuffs, cuff-fasteners should be used. Operators should be carefully trained and made to realize the importance of finishing shirts.

I want to make a plea right here for more personal inspection and neat mending and sewing on of buttons. When we laundry-owners do this we will not only get more finished shirts in our laundries, but it will go a long way to get more family washings in our plants and our billion for 1930 will be assured.—L. L. Sober, of Norman Laundry, Decatur, Ill., at Recent L. N. A. Convention.

Dyers often hear the term "Degrees Twadell" in conversations relating to the density of solutions. Each Twadell degree (abbreviated to °Tw.) represents 0.005 unit of specific gravity and the starting point for liquids heavier than water is the density of water, which is 1.00 specific gravity and is made equal to 0° Tw. To convert specific gravity readings in degrees Twadell and vice versa, the following formulas may be used:

$$^{\circ}\text{Twadell} = (\text{Specific Gravity} - 1) \times 200$$

$$\text{Specific Gravity} = (^{\circ}\text{Tw.} \times 0.005) + 1.$$

### IDE

### ARROW

### VAN HUESEN

. . . or what have you, to make clean in the collar and cuff line? There is one easy, quick method to send ground-in dirt and obstinate stains on their way, easily and quickly, by using . . .

### Patex Collar and Cuff Soap

100-lb. Kegs.....Per lb. \$0.12  
200-lb. Barrels.....Per lb. 0.11  
400-lb. Barrels.....Per lb. 0.10

### ORDER NOW

### PATEK & CO.

Laundry Supplies  
Cleaners' Materials

513-515 Sixth St. 2433 Hunter St.  
San Francisco Los Angeles



[ 6 ]

## PATEX NEWS

**FORMULAS****Type of Stain—Red Ink.**

Use where the color of the fabric will stand the following action:

Place white blotter under the spot and apply ammoniated alcohol, manipulate the stain with a bone scraper and continue until the stain is discharged. Rinse with cold water and then apply acetic acid to the stained section. If the color reappears the entire operation, including the final application of acetic acid must be repeated. Absorb excess moisture with chamois and hang up to dry.

**Wet Spotting Mixture**—In one gallon of warm water dissolve one pound of PATEX Collar and Cuff Soap. To five parts of this solution add one part 26° Ammonia.

This solution will remove blood albumin and is a good all-around general spotter. To use: Sponge or brush the spot with water. Apply the above wet spotting mixture and manipulate with bone scraper. Sponge out well and touch up with a 5% Acetic Acid solution. This mixture can be used on fancy silks, woolens, cottons, etc. Its use on white woolens or flannels is not advised.

100 parts by weight of Sal Soda are equivalent to 37 parts of Soda Ash.

100 parts of Soda Ash are equivalent to 270 parts of Sal Soda.

100 parts of Crystallized Glaubersalt are equivalent to 44 parts of Calcined Glaubersalt.

100 parts of Calcined Glaubersalt are equivalent to 227 parts of Crystallized Glaubersalt.

100 parts of Alum are equivalent in dyeing value to 60 parts Aluminum Sulphate.

100 parts of Aluminum Sulphate are equivalent to 170 parts of Alum.

100 parts of Sulphuric Acid, 168° Tw., correspond to 220 parts of Hydrochloric Acid, 32° Tw., and to 400 parts of Acetic Acid, 9° Tw.

100 parts of Hydrochloric Acid 32° Tw. correspond to 45 parts Sulphuric Acid, 168° Tw., and to 175 parts of Acetic Acid, 9° Tw.

100 parts of Acetic Acid, 9° Tw. correspond to 26 parts of Sulphuric Acid, 168° Tw., and to 57 parts of Hydrochloric Acid, 32° Tw.

100 parts of Concentrated Sodium Sulphide are equivalent to 200 parts of the crystallized product.

**Consumer Acceptance**

The viewpoint of the large dry goods retailers was expressed at a conference of the National Association of Cotton Manufacturers, recently held in Boston. Ephraim Freedman, director of the Bureau of Standards, R. H. Macy, Inc., New York, said in part:

"As retailers our finger must of necessity be constantly held close to the pulse of the public, not alone to determine the trend of fashion, but also to diagnose the fluctuating pulsations and currents, as well as to recognize symptoms of sickness or distress . . .

"Numerous agencies scattered over the length and breadth of the land, represented by the Federal Bureau of Standards, home economics departments of the various colleges, federations of women's clubs, and associations, such as the National Laundry Owners' Association, and the National Association of Cleaners and Dyers, are educating the public to demand an equitable return for every dollar invested in a purchase.

**Research Needed**

"As purchasing agents for the consumer, we long ago recognized the need for nationwide research as a factor in building up consumer acceptance of merchandise.

"There is a growing demand for cotton goods of better construction. Debasing of materials by reducing the filling or picks is to be frowned upon, for not alone does it introduce unfair competition, but of even greater importance it results in the production of inferior fabrics which do not measure up to the consumer's requirements of strength and durability. Imagine if you will, a nurse-maid's uniform made of poplin or broadcloth. Imagine this same uniform being tugged at, and pulled by one or more youngsters, and note the slipping of the warp threads as a result. Note the same slippage taking place in some of the poplins used for men's shirts, batiste used in nightgowns and numerous other articles.

**Washability Improvement**

"The washability of cottons does not present the problem it did two years ago. Considerable work is yet to be done especially in the manufacture and dyeing of articles such as men's pajamas, bindings, bedspreads, spool thread, etc.

"The crocking or transferring of color presents another one of the many problems.

**Proper Designation Needed**

"Materials are today being offered for sale under names not properly descriptive of them. Many a piece of poplin or chambray is masquerading under the name of broadcloth because of the demand for the latter — and single-ply materials are frequently sold as two-ply by one or two.

"The average housewife and more especially, the newlywed, does not know in spite of the extremely small type appearing on the

label that the dimensions of a bedsheet represent the size of the sheet before it is hemmed. The bed is measured, the sheets are purchased, they seem a little shorter than one would expect, but nevertheless they are kept. But . . . after they return from the laundry they have just shrunk sufficiently to cause a domestic upheaval.

**Standards for Guidance**

"Standard should be created for all materials . . . and should embrace tests which will convey to the ultimate consumer the desired information regarding the material in question.

"Many of you present may claim that such a procedure will build up sales resistance . . . we have experimented and we know that it will not."

Which proves among other things that our national associations are making the retailer and the manufacturer conscious of the fact that all defects cannot be blamed on our work. In a few years absurd claims for damage to cheaper fabrics, loosely dyed materials, etc., will be reduced to a minimum if the proper educational work is continued.  
—Editor.

**Kodak As You Go**

The Corticelli Silk Company is now offering silk fabrics printed by a photo engraving process. The finished product closely resembles a charcoal drawing. These prints have won instantaneous favor among cutters and piece goods buyers.

**Brush up!**

The appearance of furs is greatly improved . . . if they are brushed with a PATEX FUR CARDER . . .

Better order two, because there is nothing better for removing lint from heavy fabrics.

**PATEX FUR CARDER, \$1.25 Each**

**PATEK & CO.**

Laundry Supplies • Cleaners' Materials  
Fine Dyes, Stuffs and Dyers' Accessories  
513-515 Sixth St. 2433 Hunter St.  
San Francisco Los Angeles



## Mergers and Chinese Money



At a recent gathering of prominent advertisers there was much talk about "no more Chinese money." There was a stock broker's office near where they were meeting and many a man, as he looked at the prices on a day when stocks were again plunging downward, was glad he had decided to continue in business alone.

"Now we'll be able to go back to work up in our town with no more enormous offers from merger promoters to distract us," said one. "I am convinced, incidentally, he continued, "that these offers must have been in Chinese money. If I had sold out for the \$6,000,000 in stock that a promoter offered, I would now have stock worth \$2,750,000 and my business pays more than 7 per cent on that basis."

### Rainbows

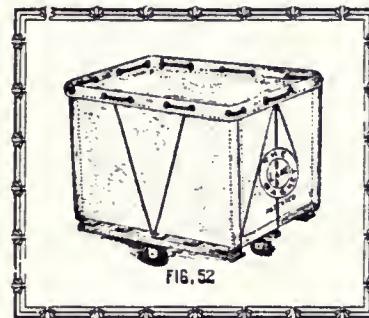
Many others were figuring how much less they would really have received had they merged at the high and hectic top prices commanded by securities a few weeks ago.

The general feeling seemed to be that there would be fewer eager promoters and searchers for finder's commissions to waste time painting rainbows, and that executives would have more time to spend on sales problems, instead of thinking of the profits on stock split-ups and exchanges.

One merger of banks recently called off in New York offers a good example of what has happened to some of the exchange-of-stock mergers. The stocks of the two institutions it was proposed to merge have fallen from 40 to 60 per cent of their former prices. The "cash value" which had been placed upon the shares of one of the banks by the other at the time the merger was planned, would have caused, if carried into effect, a net loss of almost \$35,000,000 to the stockholders of the principal bank.

### Valuations

In many other instances, stockholders and owners in a company who thought they had received something worth a certain number of dollars, have found themselves in possession of shares quoted at an entirely different valuation. Many manufacturers believe that top offers were made by the bankers several months ago and that with no more inflated stock values to trade with, the day of one sort of merger is definitely finished. The merger from now on will have a far different basis of valuation than those based on thirty times annual earnings (paid for in stock) about which we heard so often a few short months ago.—*Printers' Ink*, Nov. 14, 1929.



# 1930

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### Bleaching Strengths of Some Chemicals

Since bleaching is really an oxidation of the organic coloring matter of the fiber it would seem that the value of any bleaching compound would be dependent upon the amount of available oxygen to which it corresponds. The theoretical "oxidation value" of different bleaching agents is given as follows, by Kind:

100 pounds of hydrogen peroxide (3%) equals 1.41 pounds of active oxygen.  
 100 pounds of sodium peroxide (95%) equals 19.5 pounds of active oxygen.  
 100 pounds of sodium perborate (10.4%) equals 10.4 pounds of active oxygen.  
 100 pounds of bleaching powder (35%) equals 7.9 pounds of active oxygen.  
 100 pounds potassium permanganate (acid solution) equals 21.8 pounds of active oxygen.  
 100 pounds potassium permanganate (alkaline solution) equals 15.2 pounds of active oxygen.—*Bleaching and Related Processes*—Matthews.

### Weights and Measures

Useful information for cases where great accuracy is not essential:

#### Liquid

20 Drops Equal.....	1 Teaspoonful
60 Drops Equal.....	1 Tablespoonful
3 Teaspoonsful Equal.....	1 Tablespoonful
1 Tablespoonful Equals.....	1/2 Ounce
1 Coffee Cup Full Equals.....	1/2 Pint

#### Dry

1 Level Teaspoonful of:	
Acid Dye Equals.....	69 Grains
Union Dye Equals.....	60 Grains
Basic Dye Equals.....	49 Grains
1 Grain Equals .....	1/7000 of a Pound

### Water Hardness and its Effect on Soap

Degrees of Hardness	Pounds of Soap Destroyed Per 1000 Gallons of Water	Cost of Soap Destroyed at 10¢ Per Pound
5	8.5	\$0.85
10	17.0	1.70
12	20.4	2.04
15	25.5	2.55
20	34.0	3.40
25	42.5	4.25

### Cellulose Acetate Fibers

The following simple tests will be of value to the fancy spotter and to the claims department of laundries. Laundry men often say, "We get no Celanese in our plant." Men's shirts containing all or part Celanese are now being offered for sale.

#### Tests

Treat sample of the fibre with a mixture composed of equal parts of iodine and concentrated sulphuric acid.

Acetate (Celanese), Celestron, Lustron, Acele, Rodiestra . . . turns dark blue. Nitro-cellulose (Tubize) . . . turns violet.

The cellulose acetate fibers, when ignited, melt to a very hard black bead and have a faint odor very similar to burnt sugar.



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Ackerman, I. S.	1142 Van Ness Ave.
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Bernstein, Robt. J.	3662 Clay St.
Bernstein, Sylvan L.	3662 Clay St.
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Bissinger, Paul	Front & Jackson Sts.
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Blum, Leon	75 Folsom St.
Blum, Max	255 California St.
Blum, Robert N.	3633 Clay St.
Blum, S. A.	2195 Sacramento St.
Blumenthal, L.	Merch. Exch. Bldg.
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Bransten, Jos. M.	665 Third St.
Brenner, Gustave	1209 Fin. Center Bldg.
Brenner, Mervyn L.	Salt Lake City, Utah
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Bretstein, Dr. Louis L.	350 Post St.
Brisacher, Emil	Crocker Bldg.
Brown, A. Lincoln	Mills Bldg.
Brown, Albert L., Dr.	Medico Dental Bldg.
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Brown, Herbert M.	852 Mills Bldg.
Brown, L. C.	852 Mills Bldg.
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Brownstein, Julius	832 Sansome St.
Bush, Arthur G.	Fairmont Hotel

Cahen, Albert E.	421 Spruce St.
Cahen, D. S.	2248 California St.
Cahen, Louis H.	350 Battery St.
Cahen, Robert	775 Post St.
Cahn, M. I.	3652 Clay St.
Cahn, Monroe L.	3340 Washington St.
Cahn, Ralph C.	3028 Jackson St.
Cailleux, Armand	3107 Washington St.
Camp, Harry	Piedmont
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Clayburgh, Leo J.	95 First St.
Clayburgh, Leon S.	1142 Van Ness Ave.
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Coblenz, Richard	1142 Van Ness Ave.
Coffee, Jesse	975 Bush St.
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Cohn, B. J.	1913 Franklin St.
Cohn, Max M.	1504 Russ Bldg.
Coney, Dr. Z. T.	Howard Bldg.
Cooper, Harry Jacob	519 California St.
Cowen, M. S.	224 Commercial St.

Dessauer, Louis W.	158 Eighth Ave.
Dessauer, Walter O.	351 Montgomery St.
Dinkelspiel, H. G. W.	901 De Young Bldg.
Dinkelspiel, John W.	901 De Young Bldg.
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Dinkelspiel, Martin J.	901 De Young Bldg.

Edlin, H. M.	1111 Russ Bldg.
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Eisenbach, David R.	1262 Russ Bldg.
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Elkus, Eugene S.	729 Mission St.
Elkus, Eugene S., Jr.	729 Mission St.
Elsbach, Herman	115 Presidio Ave.
Eppinger, J. John	33 Geary St.
Epplinger, Josua	430 Standard Oil Bldg.
Epplinger, Josua, Jr.	2121 Sacramento St.
Eppstein, Clarence	St. Francis Hotel
Epstein, Arthur P.	95 First St.
Epstein, Gustave	482 California St.
Epstein, Rudolph B.	1201 California St.
Erdreich, David	438 Call Bldg.
Ettlinger, I. L.	1002 Merch. Ex. Bldg.
Fabian, Lawrence	3641 Clay St.
Falk, Adrien J.	2101 Sacramento St.
Falk, Emile S.	2325 Sacramento St.
Falk, Camille S.	740 Mission St.
Falkenstein, Monroe	24 California St.
Feilgenbaum, Joseph	420 Kohl Bldg.
Feilgenbaum, Julius	1142 Van Ness Ave.
Feilgenbaum, L. B.	555 Market St.
Firestone, Dr. Fred	1325 Octavia St.
Fisher, Alfred P.	1018 Nevada Bk. Bldg.
Fisher, Sidney	556 Mills Bldg.
Fleischner, B.	501 Merch. Exch. Bldg.
Fleishman, Charles	1865 Clay St.
Fleishhacker, Herbert	2nd & Harrison Sts.
Fox, Harry S.	1142 Van Ness Ave.
Frank, A. H.	798 Post St.
Frank, Joseph	1353 Post St.
Frank, M. E.	Richelieu Hotel
Frankenau, Sidney	Fairmont Hotel
Frederick, Max	71 First St.
Friedenrich, David	Palo Alto
Friedman, Henry A.	259 Post St.
Friend, S. Herbert	3737 Washington St.
Frohlich, Albert	334 California St.
Frohman, Dr. B. S.	Huntington Apts.
Frowenfeld, E. R.	2446 Washington St.
Frowenfeld, J.	216 Pine St.
Fuld, Edwin B.	Stockton

Galland, B.	315 Eighth St.
Galland, E. R.	315 Eighth St.
Getz, A. M.	619 De Young Bldg.
Getz, Harold B.	619 De Young Bldg.
Goldberg, Gilbert F.	2921 California St.
Goldberg, D. George	704 Market St.
Goldberg, Harry	1782 Pacific Ave.
Goldberg, John J.	Kohl Bldg.
Goldberg, Walter S.	1505 Gough St.
Golden, Isidore M.	Mills Building
Goldman, G. Jack	2837 Washington St.
Goldman, Richard	Hobart Bldg.
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Goldsmith, Marc I.	623 Sacramento St.
Goldstein, Joseph A.	26-30 Battery St.
Gottlob, J. J.	Columbia Theatre
Gould, Edgar L.	1993 Jackson St.
Green, Dr. Aaron S.	853 Hyde St.
Green, Dr. Louis D.	853 Hyde St.
Greenberg, Maurice	763 Folsom St.
Greenberg, Stuart N.	763 Folsom St.
Greenhood, Carl	1318 Lake St.
Greenhood, Henry	44 Twentieth Ave.
Gross, Richard	1020 Lake St.
Gump, A. L.	246 Post St.
Gump, Alfred S.	246 Post St.
Gump, W. E.	246 Post St.
Gundelfinger, E. R.	Kohl Bldg.
Gunst, M. A.	601 Third St.
Haber, Albert L.	112 California St.
Haber, Louis F.	85 Jordan Ave.
Haber, Samuel B.	58 Sutter St.
Harris, Dr. Franklin T.	410 Post St.
Harris, Harry A.	1600 Sutter St.
Harris, Joseph	2677 Larkin St.
Harris, Silas	California and Davis
Heinsheimer, A. M.	New York City
Heller, Walter S.	361 Mills Bldg.
Hellman, Frederick J.	4 Montgomery St.
Heillman, I. W., III.	Union Trust Company
Hershberg, Jacob L.	Alaska Com. Bldg.
Herzog, Sidney G.	Eddy at Pierce St.
Heyman, Alvin	712 Market St.
Heyman, Oscar	742 Market St.
Hilp, H. H.	918 Harrison St.



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 Himmelstern, Julius 655 Twelfth Ave.  
 Himmelstern, Leo 166 Commonwealth Av.  
 Hirsch, Charles Hotel Richelleu  
 Hirsch, Jay Mark Hopkins Hotel  
 Hirsch, Marcel L. 2119 Pierce St.  
 Hirschfeld, Albert 2111 Webster St.  
 Hirschfeld, Lloyd 14 Montgomery St.  
 Hirschfelder, Erwin 108 Clay St.  
 Hirschler, Frederic S. 2705 California St.  
 Hoffman, Oscar 112 Market St.  
 Hofmann, Alfred E. 211 Fourth St.  
 Hofmann, Harold 211 Fourth St.  
 Hofmann, Leonard I. 211 Fourth St.  
 Honigbaum, Alfred 334 California St.  
 Hyman, A. Elkin Palace Hotel  
 Hyman, H. M. 2100 Pacific Ave.  
 Hyman, Irvine 2865 Bush St.  
 Hyman, Joseph L. 809 Kohl Bldg.  
 Hyman, Samuel L. 68 Post St.  
 Hyman, William L. 2005 Bryant St.

Icove, Dr. Martin D. 853 Hyde St.  
 Issacs, Joshua D. 590 Market St.

Jacob, Andrew A. 753 Market St.  
 Jacobi, Alexander 111 Presidio Ave.  
 Jacobi, Samuel L. 241 Pine St.  
 Jacobs, Henry A. 1st National Bk. Bldg.  
 Jacobs, Irving M. 432 California St.  
 Jacobs, John L. 600 Minnesota St.  
 Jacobs, Dr. Louis C. 426 Flood Bldg.  
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 Jacobs, Dr. S. Nicholas Howard Bldg.  
 Jacobs, William F. 398 Post St.  
 Jacobson, Leonard R. 1142 Van Ness Ave.  
 Jellinek, Dr. E. O. Butler Bldg.  
 Joseph, Edwin 274 Twentieth Ave.  
 Juda, Herbert 220 Arguello Blvd.  
 Juda, Leon F. 130 Sutter St.  
 Juda, Simon F. 130 Sutter St.

Kahn, Edgar 482 California St.  
 Kahn, Felix 130 Montgomery St.  
 Kahn, Frederick, Jr. Oakland  
 Kahn, Julius, Jr. 1142 Van Ness Ave.

Lewin, J. 214 Front St.  
 Lewin, Joseph S. 519 California St.  
 Lichtig, Jacob S. 220 Sixteenth Ave.  
 Liebes, Arnold L. H. Liebes & Co.  
 Liebes, Leon 167 Post St.  
 Lievre, George 818 Hearst Bldg.  
 Lillenthal, Walter 25 California St.  
 Lindheimer, Jerome 1961 Market St.  
 Lipton, Benj. 713 Mission St.  
 Livingston, D. Grant Ave. & Geary  
 Livingston, David L. 2607 Russ Bldg.  
 Livingston, Lawrence 2607 Russ Bldg.  
 Lobree, Alvin A. 369 Pine St.  
 Lowenstein, Alfred B. 250 Laurel St.  
 Loewenstein, Herman 250 Laurel St.  
 Lowenberg, A. J. 415 Hearst Bldg.  
 Lovengart, Ignatz Portland, Ore.  
 Lowengrund, L. 2665 Jones St.  
 Lowy, Benno 417 Montgomery St.  
 Mack, A. 350 Mills Bldg.  
 Mack, Jules J. 350 Mills Bldg.  
 Magnin, Grover A. Geary & Grant Ave.  
 Mandel, E. 1142 Van Ness Ave.  
 Manheim, George K. 435 California St.  
 Manheim, Henry 485 California St.  
 Marcus, Ottmar 1142 Van Ness Ave.  
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 Marks, William 831 Market St.  
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 Marx, Jerome 1650 Jackson St.  
 Marx, Julius Third and Channel Sts.  
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 May, Angelo M. 740 Mission St.  
 Mayer, Henry L. 3750 Clay St.  
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 Katten, Simon, Jr. 83 First St.  
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 Kaufmann, Melville 119 Grant Ave.  
 Kline, A. A. Hotel Granada  
 Knox, M. H. 701 Market St.  
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 Korn, Felix 534 Battery St.  
 Korn, Henry Fresno  
 Koshland, Joseph 119 Market St.  
 Koshland, Julius 1529 Mission St.  
 Koshland, Max I. Mills Bldg.  
 Kraus, Benjamin 607 Palfour Bldg.  
 Kutner, A. L. 225 California St.  
 Kutner, Alfred Merch. Exch. Bldg.  
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Lacher, Lester 150 California St.  
 Lackenbach, Arnold C. 406 Alexander Bldg.  
 Lachman, Gustave Mission St. at 18th St.  
 Lansburgh, G. Albert 140 Montgomery St.  
 Lansburgh, S. L. 1946 Mills Bldg.  
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 Mierson, Max 840 Powell St., Apt. 11  
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 Mitau, Morris 215 Pine St.  
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 Moss, James 150 California St.  
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 Newbauer, Jesse 130 Sutter St.  
 Newbauer, Thomas 170 West Clay Park  
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 Newhouse, Hugo D. Kohl Bldg.  
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 Newman, E. S. 171 Commonwealth Av.  
 Newman, Judah 110 Market St.  
 Newman, Julian S. 154 Sutter St.  
 Newman, Louis J. Newman, Calif.  
 Newman, S. Walter 100 Spruce St.  
 Nordman, Ben N. 704 Market St.  
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 Peiser, Sidney L. 510 Howard Bldg.  
 Peiser, Solis V. Los Angeles  
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 Ralss, Albert 429 California St.  
 Ralss, Carl 429 California St.  
 Reich, Sylvan 125 Geary St.  
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 Reinhart, Simon 130 Sutter St.  
 Reinheimer, I. 1142 Van Ness Ave.  
 Reinstein, Dr. A. H. 1176 Flood Bldg.



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 Roos, Leon L. Market & Stockton  
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 Rosenbaum, Mervin F. 2224 Washington St.  
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 Schwabacher, L. A. 214 Front St.  
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 Schwartz, Sidney L. 410 Montgomery St.  
 Schwarz, Dr. J. 350 Post St.  
 Selig, Harold G. 157 Palm Ave.  
 Seller, Henry 14 Spear St.  
 Shapiro, B. F. 315 Montgomery St.  
 Shaw, Henry 3441 Washington St.  
 Sichel, Lloyd W. 162 First St.

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 Simon, Harry L. 512 Folsom St.  
 Simon, Irvin A. 1142 Van Ness Ave.  
 Simon, Irwin B. 989 Market St.  
 Simon, Julian E. 433 California St.  
 Simon, Laurence H. 2865 Jackson St.  
 Sinsheimer, Henry 110 Market St.  
 Sommer, Max 833 Market St.  
 Sonchelman, Sol 1142 Van Ness Ave.  
 Spiegl, Melville K. 334 California St.  
 Spiegl, R. A. 168 Sutter St.  
 Stahl, Adolpho 150 California St.  
 Stein, A. 3rd & Mission Sts.  
 Stein, Abraham C. 2100 Pacific Ave.  
 Stein, Herbert M. 3rd & Mission Sts.  
 Stein, Dr. Sanford J. 412 Flood Bldg.  
 Stern, Alvin J. 671 Seventh Ave.  
 Stern, Edgar L. 755 Brannan St.  
 Stern, N. W. 110 Market St.  
 Stern, Sigmund Battery & Pine Sts.  
 Stettiner, Walter 713 Mission St.  
 Stone, Daniel 433 California St.  
 Stone, John B. 172 Sixteenth Ave.  
 Stone, Richard 171 Minna St.  
 Strassburger, I. 133 Montgomery St.  
 Straus, Charles J. 704 Market St.  
 Strauss, Jack Mills Bldg.  
 Strauss, Julius P. 952 Sutter St.  
 Strauss, Lewis J. 704 Market St.  
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 Susskind, H. E. 4005 California St.  
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 Triest, Frank 731 Mission St.  
 Triest, Frank, Jr. 734 Mission St.  
 Triest, Joseph Third and Channel Sts.  
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 Voorsanger, L. M. 301 Howard St.  
 Voorsanger, Dr. W. C. 177 Post St.  
 Waldeck, Herman Fairmont Hotel  
 Waldeck, Louis H. 2909 Jackson St.

Walter, Sanford F. 449 Mills Bldg.  
 Wangenheim, E. S. 110 Market St.  
 Wangenheim, M. E. 110 Market St.  
 Waterman, J. H. 2131 Pierce St.  
 Waterman, Jesse S. 2131 Pierce St.  
 Well, C. B. 417 Market St.  
 Weil, J. G. 417 Market St.  
 Weller, Alfred B. 310 Sansome St.  
 Weinshenk, Chas., Sr. 704 Market St.  
 Weinshenk, Chas., Jr. 1987 California St.  
 Weissbein, Jacob 206 Hobart Bldg.  
 Weissbein, Julian H. 206 Hobart Bldg.  
 Wertheim, David 39 Stockton St.  
 Wertheim, Nate 250 Laurel St.  
 Wertheimer, Lloyd 314 Bankers' Inv. Bldg.  
 Wildberg, Arthur A. 742 Market St.  
 Willard, Jules 627 Montgomery St.  
 Willard, Maurice 822 Exchange Block  
 Wolbach, Karl Third and Channel Sts.  
 Care Haas Bros.  
 Wolf, Julius Bankers Inv. Bldg.  
 Wolf, Max 215 California St.  
 Wolfe, Maynard S. 150 Seventeenth Ave.  
 Wolfe, Milton 62 First St.  
 Wollenberg, Fred H. 1142 Van Ness Ave.  
 Wormser, Paul 55 Fifth Ave.  
 Wurkhelm, Sylvan 717 Market St.  
 Zelgier, Samuel 51 Fremont St.  
 Zelinsky, F. G. 165 Grove St.  
 Zellerbach, H. L. 524 Battery St.  
 Zellerbach, I. Jackson & Battery  
 Zellerbach, J. D. Battery & Jackson  
 Zimet, David H. 260 California St.

## ASSOCIATES

Abbey, Edward 3134 Jackson St.  
 Abbey, Philip 3134 Jackson  
 Anspacher, Philip B. 795 Sutter St.  
 Baer, Lewis 2334 Lake St.  
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 Baum, John M. 1854 Vallejo St.  
 Blank, Henry 315 Eighteenth Ave.  
 Blumlein, Joseph 370 First Ave.  
 Brown, Jerry Edward Mark Hopkins Hotel  
 Brownstone, L. H., Jr. 27 Commonwealth Ave.  
 Cahen, Stanley F. 2248 California St.  
 Clayburgh, John Barth 6 Presidio Terrace  
 Coney, Stephen 2033 Baker St.  
 Davis, Jacob W. 3176 Clay St.  
 Elkus, Richard 729 Mission St.  
 Eschen, Lee, Jr. 42 Commonwealth Ave.  
 Eschen, Robert H. 42 Commonwealth Ave.  
 Falk, Jerome 156 Fifteenth Ave.  
 Falk, Ralph A. 2325 Sacramento St.  
 Fleishacker, H., Jr. St. Francis Hotel  
 Golden, John 1201 Greenwich St.  
 Guggenheim, Richard 3160 Washington St.  
 Haber, Joseph L. 23 Presidio Ave.  
 Hellman, Marco F. 2000 Washington St.  
 Himmelskern, Arthur 655 Twelfth Ave.  
 Himmelskern, Robt. J. 655 Twelfth Ave.  
 Hirsch, Bertram 1930 Sacramento St.  
 Hirschfelder, John 555 Geary St.  
 Honig, Louis, Jr. 315 Cherry St.  
 Jacob, Emile R. 123 Presidio Ave.  
 Jacobson, Paul H. 54 Fifth Ave.  
 Jelinek, E. O., Jr. 2226 Washington St.  
 Juda, Felix 3345 Washington St.  
 Joseph, Walter S. 73 Commonwealth Ave.  
 Juda, Felix E. 1755 Jackson St.



Kaufman, Charles M. 1755 Jackson St.  
 Kaufmann, Felton 39 Fifth Ave.  
 Klein, Henry O. 1 Twelfth Ave.  
 Kutner, Adolph W. 2896 California St.  
 Kutner, Newton H. 2696 California St.  
 Lavenson, George, Jr. 15 Caperton Ave.  
 Piedmont  
 Lee, Robert M. 2240 Lake St.  
 Lees, Robert 3267 Jackson St.  
 Levit, William H. 205 Sixteenth Ave.  
 Marx, Melville 250 Laurel St.  
 Meyer, Julian J., Jr. 90 Commonwealth Ave.  
 Meyerfeld, Milton, Jr. 23 Fifth Ave.  
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 Peiser, Robert S. 2505 Washington St.  
 Raiss, John 1820 Clay St.  
 Rosener, Leland S., Jr. 3621 Clay St.  
 Scheeline, Edwin, Jr. 2116 Roosevelt Ave.  
 Burlingame  
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 Bine, Rene, Jr. 15 Twenty-sixth Ave.  
 Clayburgh, Philip B. 482 California St.  
 Cohen, Richard 2855 Jackson St.  
 Cooper, Harry J., Jr. 1645 Sacramento St.  
 Davis Benj. 3176 Clay St.  
 Eisenbach, Robert 2135 Sacramento St.  
 Friedman, Milton 2750 Divisadero St.  
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 Jacobs, John, Jr. 600 Minnesota St.  
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 Erlanger, Stuart . . . . . 1950 Clay St.  
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 Hellman, Frederick . . . . . 4 Montgomery St.  
 Hellman, III, I. W. . . . . 14 Montgomery St.  
 Hellman, Marco F. . . . . 482 California St.  
 Hertzka, Wayne S. . . . . 85 Post St.  
 Herzog, Sidney G. . . . . 171 Selby Lane, Atherton, Cal.  
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 Hoffman, Arthur C. . . . . 126 Palm Ave.  
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 Marx, Melville . . . . . Concordia-Argonaut  
 Marx, Warren . . . . . 123 Laurel St.  
 Matzger, Dr. Edward . . . . . 909 Hyde St.  
 Matzger, Manford . . . . . 780 Harrison St.  
 Matzger, Nathan . . . . . 730 Harrison St.  
 May, Albert L. . . . . 300 - 16th Ave.  
 May, M. D., Angelo M. . . . . 450 Sutter St.  
 Meyer, Adolph . . . . . 1617 Russ Bldg.  
 Meyer, Alfred F. . . . . 405 Montgomery St.

Rabinowitz, Bert F. . . . . 605 Market St.  
 Rabinowitz, Leo J. . . . . Mills Bldg.  
 Raffin, I. D. . . . . 918 Harrison St.  
 Raiss, Louis Carl . . . . . 482 California St.  
 Ranshoff, James B. . . . . 259 Post St.  
 Ranshoff, Jr., James . . . . . 259 Post St.  
 Ranshoff, Robert . . . . . 259 Post St.  
 Reichert, Rabbi Irving F. . . Temple Emanu-el  
 Reichert, Jr., Irving F. . . . . 2690 Jackson St.  
 Reinheimer, I. . . . . Concordia-Argonaut  
 Resler, J. . . . . 1880 Pacific Ave.  
 Reyman, Allison H. . . . . 1450 Green St.  
 Reyman, Harold C. . . . . 405 Montgomery St.  
 Rhodes, Theodore . . . . . 918 Harrison St.  
 Rice, Dr. Frank M. . . . . 2846 Green St.  
 Rich, Neville J. . . . . 1045 Sansome St.  
 Rich, Rudi . . . . . 1950 Gough St.  
 Rinder, Reuben R. . . . . 3877 Jackson St.  
 Rodin, M. D., Frank H. . . . . 490 Post St.  
 Roos, Leon L. . . . . 1658 Russ Bldg.  
 Rose, Robert A. . . . . 798 Market St.  
 Rose, Ralph S. . . . . 2127 Broadway  
 Rosenbaum, Mervyn F. . . . . 300 Montgomery St.  
 Rosenberg, Theodore . . . . . 16th & Vermont Sts.  
 Rosenblatt, Arthur S. . . . . 24 Presidio Terrace  
 Rosenblatt, Jr., Irving S. . . . . Russ Bldg.  
 Rosenblum, M. D., Harold H. . . . . 450 Sutter St.  
 Rosener, L. S. . . . . 233 Sansome St.  
 Rosenwald, Jesse . . . . . 2348 Octavia St.  
 Ross, Herbert L. . . . . 201 Sansome St.  
 Roth, Fred . . . . . Hotel Richelieu  
 Rothmann, Dr. Hans . . . . . 450 Sutter St.  
 Rothschild, August . . . . . 420 Russ Bldg.  
 Rothschild, Jr., Robert B. . . . . 2417 Broadway  
 Rude, Morton . . . . . 1894 - 35th Ave.  
 Sachs, Lester N. . . . . 1075 California St.  
 Salz, Milton H. . . . . Merchant Exch. Bldg.  
 Sampson, Dr. John J. . . . . 490 Post St.  
 Samter, Samuel M. . . . . 564 Market St.

Meyer, Julian J. . . . . 90 Commonwealth Ave.  
 Meyer, Milton . . . . . 50 Sutter St.  
 Meyer, Milton S. . . . . 1400 Folsom St.  
 Meyer, S. . . . . 315 Montgomery St.  
 Meyerhoff, Paul . . . . . 2919 Lake St.  
 Meyerhoff, Richard A. . . . . 9 Le Roy Place  
 Mierson, Augustus . . . . . 951 Howard St.  
 Miller, Richard R. . . . . 42 Seventh Ave.  
 Miller, Jr., Walter . . . . . 42 Seventh Ave.  
 Mirsky, Sylvan . . . . . 468 Third St.  
 Mittel, Josef . . . . . 155 Berry St.  
 Modlin, Donald . . . . . 440 Ninth St.  
 Modlin, Sidney . . . . . 440 Ninth St.  
 Monsey, Dr. Harold L. . . . . 209 Post St.  
 Morgenstern, Dr. Hyman S. . . . . 450 Sutter St.  
 Morris, L. Burton . . . . . 130 Sutter St.  
 Myers, Maxwell . . . . . 3515 Washington St.  
 Myers, Theodore M. . . . . 3515 Washington St.

Nathan, Edward A. . . . . 372 Arguello Blvd.  
 Newhouse, Arthur . . . . . Russ Bldg.  
 Newman, Alan W. . . . . 110 Carmel St.  
 Newman, Edwin S. . . . . 813 Market St.  
 Newman, Julian S. . . . . 154 Sutter St.  
 Newman, Leslie E. . . . . 2141 Mission St.  
 Newman, L. J. . . . . Newman, Calif.  
 Newman, Peter W. . . . . 3850 Washington St.  
 Newman, S. W. . . . . 813 Market St.  
 Newman, Walter S. . . . . Newman, Calif.  
 Nusbaum, Mark H. . . . . 871 Folsom St.

Oppen, George A. . . . . 1371 Post St.  
 Oppenheim, Samuel J. . . . . 3996 Washington St.  
 Oppenheimer, Maurice . . . . . 66 Broadway  
 Ostwald, Dr. Eugene . . . . . 450 Sutter St.

Peiser, Sidney L. . . . . 209 Post St.  
 Peiser, William S. . . . . 209 Post St.  
 Peyser, Jefferson E. . . . . Mills Bldg.

Samuel, Byron . . . . . P. O. Box 1644, Reno, Nevada  
 Samuels, Albert S. . . . . 856 Market St.  
 Samuels, Jr., Albert S. . . . . 856 Market St.  
 Samuels, Arthur . . . . . 34 Sutter St.  
 Saper, Milton . . . . . Market at 10th St.  
 Sapiro, Judge Milton D., Washington & Kearny  
 Saroni, Jr., Alfred B. . . . . 3580 Washington St.  
 Saroni, II, Louis . . . . . 3580 Washington St.  
 Schapiro, Esmond . . . . . 370 Mills Bldg.  
 Schlesinger, Albert . . . . . 2170 Jackson St.  
 Schmulowitz, Nat . . . . . 625 Market St.  
 Schwabacher, Albert . . . . . 600 Market St.  
 Schwabacher, James H. . . . . 735 Market St.  
 Schwabacher, Sam I. . . . . St. Francis Hotel  
 Schwarz, Dr. Jacob . . . . . 450 Sutter St.  
 Schuarzbaum, Mel . . . . . 518 Mission St.  
 Selby, Joseph S. . . . . 450 Bryant St.  
 Selig, Harold G. . . . . Arthur Ave. & Third St.  
 Selix, Alfred . . . . . 123 Kearny St.  
 Selix, Sherman R. . . . . 123 Kearny St.  
 Shainwald, R. H. . . . . 475 Brannan St.  
 Shainwald, R. S. . . . . 475 Brannan St.  
 Sheldon, David M. . . . . 278 Post St.  
 Sherman, Dr. Samuel R. . . . . 2810 Pacific Ave.  
 Shragine, A. J. . . . . 599 Mission St.  
 Shragine, Harmon . . . . . 3844 Jackson St.  
 Sicular, Henry . . . . . 278 Post St.  
 Siebert, Lester . . . . . 1095 Market St.  
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 Sinton, Stanley H. . . . . 482 California St.  
 Sloane, Sidney . . . . . Grant Ave. at Geary  
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 Sloss, Louis . . . . . 720 Mission St.  
 Sloss, M. C. . . . . 351 California St.  
 Sloss, Richard L. . . . . 351 California St.



Sobel, Dr. Stanton . . . . . 240 Second St.  
 Sokolow, Dr. Maurice G. . . . . U. C. Hospital  
 Solmonson, Julian K. . . . . 69 Sutter St.  
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 Stanton, Robert . . . . . 140 Geary St.  
 Steinhart, Jesse . . . . . 111 Sutter St.  
 Stern, Alfred J. . . . . 101 Powell St.  
 Stern, Carl W. . . . . 55 Raycliff Terrace  
 Stern, Edward N. . . . . 1435 Folsom St.  
 Stern, Irwin . . . . . 230 California St.  
 Stern, Newton W. . . . . 1 Drumm St.  
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 Frank, Jr., Joseph . . . . . 338 Arguello Blvd.  
 Friedman, John Cutler . . . . . 215 Santa Clara Ave.  
 Friedman, Laurence . . . . . 215 Santa Clara Ave.  
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 Gassman, Stephen V. . . . . 2672 Union St.  
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 Kerner, Robert . . . . . 1963 Clay St.  
 Lazarus, Alan J. . . . . 30 Normandie Terrace  
 Lehmann, Armand S. . . . . 186 - 29th Ave.  
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 Meyer, Fred . . . . . 2230 Francisco St.  
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 Well, Chas B. . . . . 825 Geary St.  
 Weiler, Alfred B. . . . . Mills Tower  
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 Wolfe, Milton . . . . . 386 Geary St.  
 Wolfsohn, Dr. Fred . . . . . 209 Post St.  
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 Wormser, Paul . . . . . 55 Fifth Ave.

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 Zeisler, Edward A. . . . . 593 Market St.  
 Zelinsky, Edward G. . . . . 1299 Lombard St.  
 Zelinsky, Frederick G. . . . . 165 Grove St.  
 Zelinsky, Mervyn, G. . . . . 165 Grove St.  
 Zelinsky, Robert D. . . . . 165 Grove St.  
 Zellerbach, H. L. . . . . 534 Battery St.  
 Zellerbach, J. D. . . . . 343 Sansome St.  
 Zellerbach, Richard C. . . . . 2790 Broadway  
 Zellerbach, William J. . . . . 534 Battery St.  
 Zentner, Julius . . . . . 200 Washington St.  
 Ziegler, Jr., Sam L. . . . . 2329 Pacific Ave.

Ransohoff, Robert . . . . . 2611 Divisadero St.  
 Rich, Jr., Neville . . . . . 948 Lake St.  
 Rosenberg, Jr., Claude N. . . . . 125 Jordan Ave.  
 Sieroty, Stuart Elman . . . . . 901 California St.  
 Sloss, 3rd, Leon . . . . . Stanford University  
 Sommer, Jr., Peter S. . . . . 123 Cherry St.  
 Stanton,arl . . . . . 140 Geary St.  
 Steinau, Jr., Edgar Allan . . . . . 2111 Franklin St.  
 Stone, Daniel Edw. . . . . 10 - 5th Ave.  
 Unna, Roger J. . . . . 2785 Jackson St.  
 Varnhagen, Peter . . . . . 1812 Broadway  
 Weinshenk, III, Chas. . . . . 2621 Pacific Ave.  
 Weiss, Jack M. . . . . 291 - 14th Ave.  
 Wertheim, Frederick . . . . . 175 - 29th Ave.  
 Willard, Morton . . . . . 2720 Lake St.  
 Wollenberg, Albert . . . . . 2748 Steiner St.  
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## JUVENILES

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 Bley, Kenneth . . . . . 140 Commonwealth Ave.  
 Bransten, Robert . . . . . 230 Sea Cliff Ave.  
 Brownstone, III, Louis . . . . . 140 Stanyan St.  
 Cohn, Keith Evan . . . . . 768 Funston Ave.  
 Dreifus, Geo. J. . . . . 2566 Vallejo St.  
 Elkus, Jr., Richard J. . . . . 498 Sea Cliff Ave.  
 Feigenbaum, Joseph . . . . . 3828 Jackson St.  
 Firestone, Richard . . . . . 81 Commonwealth Ave.  
 Fisher, James R. . . . . 2959 Lake St.  
 Fletcher, John Charles . . . . . 2490 Filbert St.  
 Friedman, Richard H. . . . . 215 Santa Clara Ave.  
 Golden, Michael M. . . . . 409 Pacheco St.  
 Golden, Peter S. . . . . 409 Pacheco St.  
 Honig, Jr., Louis . . . . . 2255 Clay St.



20 CONCORDIA-ARGONAUT

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Jellinek, Steven . . . . . 3633 Clay St.  
Kahn, Kenneth . . . . . 486 California St.  
LeVison, Walter S. . . . . 2975 Lake St.  
Levit, Roger C. . . . . 3845 Washington St.  
Marx, Jr., Melville . . . . . 1400 Lake St.  
Sampson, John F. . . . . 25 Scenic Way  
Stone, Andrew H. . . . . 10 Fifth Ave.  
Stone, James C.. . . . . 10 Fifth Ave.  
Symons, William S. . . . . 3935 Washington St.  
Trauner, Donald L. . . . . 2027 Lyon St.  
Voorsanger, Bart . . . . . 2545 - 16th St.  
Voorsanger, Eric J. . . . . 2545 - 16th St.  
Voorsanger, Neil . . . . . 2545 - 16th St.  
Wormser, Laurence . . . . . 55 Fifth Ave.



## REPORT OF THE PRESIDENT

Address Given by Marcel Hirsch, President  
Western States Region, at the Regional Assembly  
Seattle, on February 5, 1950

A meeting such as this offers those, entrusted with the responsibility of regional administration, an opportunity to give an accounting of their stewardship over the period during which they served. Yesterday, your Regional Director reported to the Executive Committee on his activities during the past six months. Last night, you heard one of your national Vice-Presidents give a "State of the Jewish Community" address, in which he posed some of the problems communities currently face as well as a few of the ways your national association attempts to meet them. About this time last year, in San Francisco, I described the work of your region during the twelve-month period immediately preceding and, at this session, I should like to bring you up to date and discuss the period from March, 1949, to February, 1950.

CJFWF AS A "NATIONAL ASSOCIATION"

This region cannot and does not operate in a vacuum. Its attachment is to a national body, the Council of Jewish Federations and Welfare Funds, which you have heard described in many ways. The one I believe like the most is "national association of communities", for it tells the complete story in four simple words.

The Council is indeed your "national association." Its takes both its strength and weakness from its member communities and it represents them, as they dictate, on every level of need. Once this fact is recognized, it becomes easy to understand the "whys" and "wherefores" of everything the Council attempts to do.

It is understandable that some may scoff at the thought that an organization exists which actually secures its mandate from the communities, at a time when National Finance Councils and National Boards of 1000 or more are the vogue, and expanded programs and large budgets are projected and then thrust at the communities for support, without the communities having been consulted in advance about these proposals. The fact is that the Council is that rare "bird", an agency whose program is geared by the communities and whose budget is determined by the communities before, and not after, programs are taken on. The Council's policy is made, should be made and can only be made by the communities represented as members and, lest anyone question this statement, let him remember the national budgeting experience several years back.

CJFWF BEGINNINGS

It all started a few years ago when several of the larger cities got together and decided that what was needed was an agency, without bias and without prejudice, which could be counted on for a fair evaluation of the many agencies requesting funds from local communities. Thus began the predecessor to the present Council of Jewish Federations and Welfare Funds and, out of it grew the "national association" we know of today which represents over 260 central community bodies -- Welfare Funds, Federations, Community Councils -- serving almost 800 Jewish communities.

CJFWF SERVICES

Beginning modestly with "budgetary services", thus giving rise to the description, "The Dun and Bradstreet of Jewish communal life", a phrase retained even to this day,



the Council, responding characteristically to the wishes of its members, began taking on new functions. Because the communities insisted it do so, it started a Social Planning Service to help communities study and survey their local needs. Because the communities insisted it do so, it initiated a Campaign and Publicity service to help communities improve their local house organs and techniques of year-around interpretation as well as to provide them with those campaign materials necessary to stress the "Welfare Fund" nature of fund raising. Because the communities insisted do so, it started a Personnel Service to help communities meet their requirements for professional staff. Because the communities insisted it do so, it began systematically exploring, with the agencies concerned, the need for the elimination of overlapping functions and duplicating efforts, the reduction of campaign and promotional costs and the advisability of stable and unified fund raising.

#### THE REGIONAL IDEA

The Council began realizing, at an early stage, that it could function most effectively if it began decentralizing much of its activity. Having members throughout the United States and Canada, from Maine to Florida to California to Washington Vancouver to Montreal, it realized it needed more direct contact with the communities than was possible through once-a-year attendance and participation at General Assemblies, and it therefore established the link of eight regions. The region, thereby, became the channel for conveying to the Council the problems, needs and wishes of the local communities and for bringing the national action and service program of the Council to the communities.

#### WESTERN STATES REGION - AREA SERVED

The region with which we are most immediately concerned is that of our own Western States, encompassing approximately forty percent of the area of the entire United States and representing twenty-eight member agencies in twenty-six cities. Our Executive Committee, chosen by the communities and by the delegates to the National Assembly, and our Regional Director attempt to provide as effective a body of service as they know how to communities in Arizona, California, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming -- and Western Texas and Western Canada.

#### FIELD VISITING PROGRAM

That this is almost an impossible assignment, no one who knows this area intimately can deny. Yet our Regional Director told us yesterday that, during the twelve months just passed, he was able to make sixty-three visits to twenty-six member communities plus three visits to three non-member communities -- for the general purposes of consultation with lay and professional leadership on problems of community organization, campaigning and budgeting; for coordination and improvement of local services; and for exploration of personnel needs and other problems. When you think of what it takes to go from San Francisco to Calgary, Canada, or from San Francisco to El Paso, Texas, you get some idea of the immensity of the task. Nevertheless, I understand we are planning to honor a request from non-member Edmonton for an early visit, and this will require even further travel than any heretofore undertaken.

As a regional body, our Executive Committee concerned itself with several major problems during the past year. Two of these, multiple regional conferences and services to small communities, I should like to make mention of at this time.



MULTIPLE REGIONAL CONFERENCES

Cropping up frequently during the middle of the year was the complaint that too many regional extensions of national agencies were holding conferences requiring the same people from the same communities to make repeated trips, at considerable expense to the individuals or communities concerned. Acting on a resolution of our last Regional Assembly, we held several exploratory discussions with the representatives of the various regional bodies and, although no concrete plan was formulated, we came away with the conviction that this would not much longer continue to be a problem. Since that time, the regional office of one such agency has been closed, due to budgetary limitations, and it is anticipated that others will shortly follow suit. It is just not possible for national agencies to operate regional offices when income is curtailed.

SERVICES TO SMALL COMMUNITIES

The problem of serving the communities too small to employ full-time professional directors has been with us for a long time. Our Regional Committee on Services to Small Communities approached this problem from several angles and eventually came out with a plan which had questionable feasibility. We are not yet sure whether these communities want help nor do we know what help the larger and better staffed communities are prepared to give them. The Committee is planning to tie in its work with several Zone Conferences projected for the very near future in an attempt to get answers to these questions, and, when it feels it has a working basis upon which to operate, it will submit its recommendations.

Since this report should not conclude without mentioning certain trends and developments observable throughout the region, I should like to call your attention to the following which seem significant.

MEETING TOTAL NEEDS

Our Regional Director mentioned yesterday that, of our twenty-six member communities ten have central bodies which are Community Councils; ten have Welfare Funds as the central agency; three have Federations and three have a combination of two apiece, either a Community Council and a Federation or a Welfare Fund and a Federation. It is not, of course, surprising to find that, of the Welfare Fund cities, where the primary effort is directed at raising and disbursing funds for overseas, national and minimal local needs, nine are those which the Regional Committee on Services to Small Communities is concerned with. The Community Council cities, of course, devote themselves to year-around efforts in planning as well as financing their overseas, national and local needs. Of our six largest cities, five have central agency mechanisms, either separately or integrated in one body, for meeting, in constructively planned fashion, the needs of the total community. It is not necessary, I suppose, to mention that the trend is toward community recognition of its responsibility for meeting all needs and the establishment of an appropriate body for this purpose.

NATIONAL AGENCY BUSINESS IS LOCAL COMMUNITY BUSINESS

Another item of interest is the growing preoccupation of communities with themselves and their day-to-day operation almost to the exclusion of realizing their full potential as "shapers of national agency program and policy." The agendas seem to be taken up primarily with collection techniques, fund-raising tools and how to bring about better coordination in the local community. All of these are worthwhile and



important subjects, and a community should be concerned with what takes place locally. But it should also recognize that "absentee ownership" does not always make a business run better and, while the community is frenziedly running around trying to raise money to meet the needs of certain agencies, it is not doing itself good when it divorces itself from the business of determining whether the agencies are going where they should.

A group of executives, meeting several months ago in Milford, Pennsylvania, recommended that communities make it their business to put national matters on their agendas in a regular fashion. In seconding this recommendation, I would like to ask how many of you, for example, are putting on your agendas the recent action of a national agency in changing a policy materially affecting the local community, without consulting the community beforehand on its views? How many of you are simply dealing with the budgetary problem involved instead of raising the question of community planning in advance of making decisions? I believe that until the local communities show, by constant study and effort, that they are interested in and concerned with the operation of national agencies, there can be no real partnership between the national agency and local community.

#### ISOLATION STUNTS GROWTH

This tendency toward isolation in community affairs, if carried through to its conclusion, can lead to disastrous results. Nowhere was this evident more this past year than in the matter of "preoccupation" with local expenses. Because of a backsliding in fund raising, the cry of retrenchment rang out. And where was this retrenchment to take place? Why, of course, and I quote, "in unnecessary items" such as, among others, expenses of lay and professional people in attending conferences, refreshment institutes, and the like. How short-sighted and narrow this is need not be elaborated upon. Any thinking person knows that the expense of sending lay and professional people to meetings to discuss community problems is more than offset by the "know how", interest and stimulation brought back to the community. Isolation will never help a community grow and prosper.

#### APPRECIATION

This region would have shown little vitality without the active cooperation of my fellow officers, members of the Executive Committee and our Regional Director. To each of them goes my deep gratitude for his constant devotion, advice and assistance. And to all of you, my sincere thanks for affording me the rare privilege of serving as our President during the past two years.



Commentary, October 1950

# FROM THE AMERICAN SCENE

## "THERE'S NO CITY LIKE SAN FRANCISCO"

*Profile of a Jewish Community*

EARL RAAB

"**T**HERE is no city like San Francisco," the Jews of the Golden Gate say with some conviction. But they say it in two different ways. Some say it happily, with an expansive smile. Others say it drily, and sadly shake their heads. As is usually the case in such matters, both are probably right.

The almost universal experience of any visitor to San Francisco is nostalgia-at-first-sight. This is normally the kind of reaction reserved for small villages tucked away on some by-road in a farming country with an ancient pitcher pump in the square, an ambling populace of about five hundred, an atmosphere of more or less live-witted serenity—and a single national origin and cultural heredity. San Francisco's population is three quarters of a million. It is the commercial and banking center of the West. It is a polyglot city that has been heavily infiltrated by a dozen nationalities. Withal, there is no mistaking its village air of friendly order and homogeneity.

There is the pitcher pump, deliberately, in the form of the rheumatic old cable cars. There is the serenity, in good measure: side-

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When EARL RAAB found that he would have to leave his Maine farm and become an urban dweller once again, he needed little time to reflect before deciding that of all the cities he knew, San Francisco was the one in which he wanted to live. In this article—one of COMMENTARY's series of portraits of American Jewish communities—Mr. Raab reports on the quality and nature of Jewish life in the Golden Gate city. Mr. Raab wrote "In Promised Dixieland" in the May 1948 COMMENTARY and "Report from the Farm" in the December 1949 issue.

walks that are wide and fit the people loosely; greens and flower banks, and little flower vends on every third corner; streets that dip and bob like a merry carnival coaster; and a population that rushes only when it has some place to go.

Of course San Francisco considers itself a sophisticated and gaily flavored town ("Bagdad on the Bay"), but there are few physical evidences of upstart vulgarity and self-conscious bohemianism such as mark many modern American metropolises. Thomas Mann (in concert with others) has called San Francisco the most continental city in the country.

San Francisco is a genteel city. San Francisco is a poised city. San Francisco knows where it's been and where it's going.

Confronted with it, what East-weary mortal can resist nostalgia?

And what Jew will not sigh just a little longer than the rest?

**T**HREE are fifty-five thousand Jews in San Francisco, and not even the historic traces of a ghetto. There is a Jewish community that has been called, with reason, the wealthiest, per capita, in the country. There is at the same time a startling poverty of anti-Semitic tradition. San Francisco, for cities of its size, is the nation's "white spot" of anti-Jewish prejudice.

In near-top-level social and country clubs there is Jewish membership and even charter membership. Gentlemen's agreements are quite uncommon in its quality residential sections, old or new. In filling public and quasi-public posts, there seems to be no trace of a policy of exclusion or "quota" or even discriminatory hesitation. At times Jewish citizens have concurrently held the presidencies



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of the Chamber of Commerce, the Community Chest, the Board of Education, Art, Fire, and Harbor Commissions, and many other appointive and elective posts; it is a situation that cannot be duplicated in any other city with a 6 per cent Jewish concentration.

Of course, "anti-Semitism" is not a word without meaning in San Francisco. The Jewish Survey and B'nai B'rith Community Committee handles anti-defamation matters, and across its desk every day the usual reports pass in light but steady flow. An employment agency whose cards are marked parenthetically "No J's," or "Blonds only." Private co-operative housing ventures that won't include Jews. A sidewalk altercation where someone turns out to be not only a "damned —" but a "damned Jewish —."

Under the impact of Hitler, a Nazi Bund was formed in the city, and a "Friends of Germany." In the large Italian population there was a backwash of admiration for Mussolini's Fascism. While these organizations have disappeared without even an underground trace, the people that joined them, it must be assumed, are still around. So are upwards of a hundred thousand newcomers from the Midwest and the South who came to the city to work and live during the last war.

There is, then, a steady incidence of employment discrimination and of petty uglinesses, but they are relatively infrequent and without pervasive quality; a pattern more of scattered anti-Semitism than of any policies, regulations, or encased habit. Professional anti-Semitism has never been a paying proposition in San Francisco. Efforts in that direction have always been short-lived. The tip-off is that the latrine-wall type of anti-Semitic literature that has turned up in San Francisco has been date-lined Chicago and Los Angeles, and mailed in.

So far as the city and its institutions are concerned, the Jew is a first-class citizen. It may well be that he can live in San Francisco with a greater degree of personal dignity than in any other large city in the country.

**T**HE attractive face of San Francisco, and the attractive status of the Jewish community within it, have common causes. The histories of the city and of its Jewish community have developed together along a shared course.

In 1848, of course, San Francisco was a mule-stop. When gold was cried and the West exploded, and San Francisco became the center of new wealth and of wealth-seekers, Jews were there with the first wave. They were, in the main, immigrants from Germany, although there were many from England, France, and Alsace-Lorraine. The second surge of Jewish pioneers in the early 50's contained some East Europeans. They came the hard ways, the only ways, across the hazardous continent or over the Isthmus. During the High Holy Days of 1849, services were held in a tent on the old Embarcadero near the waterfront.

While the mass of the forty-niners went scrabbling into the hills for gold, there were surer fortunes to be made in the city. One Jewish immigrant landed with his baggage in '49 and immediately invested a hundred dollars in stationery, which he sold in front of a hotel at 500 per cent profit. After a short interlude of playing a piano in a honky-tonk for an ounce of gold and a "grab" (literally a handful) of silver, he bought a store and began buying up trunks from gold speculators anxious to get into the hills. Selling these again, he made five or six thousands in seven or eight weeks. Soon, dozens of boxlike little stores were set up by his fellow Jews along the sprawling streets, heaped with hard-to-get clothing and merchandise shipped by friends and relatives in the East.

Other Jews played a part in the creation of the financial institutions on which San Francisco's economy was to rest. They turned banker, money broker, exchange dealer. Names like Davidson, Priest, Dyer, Glazier, and Wormser were identified with the giant financial transactions that became necessary with Europe and with the East. The London, Paris, and American bank was founded by the Lazardis. The Seligmans helped create the Anglo-American bank. The directorates of a half-dozen other mushrooming banks bore Jewish names. Jews became leading realty brokers, founders of engineering enterprises, and manipulators of the grain exchange. They were in on the ground floor of a speculative venture that swelled to fantastic and permanent proportions, and they made, fantastic and permanent fortunes in the process. They also helped construct the basic economy of the new community of San Francisco. One of the differences between a



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"Shylock" and a "financial genius" is, after all, the size of his enterprise.

Further than that, some of these Jewish immigrants had brought with them uncommon strains of culture and education and qualities of leadership, and many of them plunged immediately into civic life. Samuel Marx was made United States Appraiser of the Port of San Francisco in 1851 and Joseph Shannon was County Treasurer in the same year. In 1852, Elkan Heydenfeldt and Isaac Cardozo were members of the state legislature, and Heydenfeldt was also Chief Justice of the state Supreme Court from 1852 to 1857.

The San Francisco *Herald* in 1851 struck the note of respect that was to be characteristic in generations to follow: "The Israelites constitute a numerous and intelligent class of our citizens and conduct themselves with great propriety and decorum. They are industrious and enterprising and make worthy members of our community."

From the beginning, the Jews were conspicuous for their sense of community. The first two welfare organizations in San Francisco were set up by Jews. In 1850 the Eureka Benevolent Society was organized to help the needy, and it still exists as the Jewish Family Service. As the little clothing stands turned into large department stores, and the money counters into financial empires, the Jews—feeling an understandable kinship with the city—began to make large financial contributions to the general community life.

This tradition, as well as the tradition of civic participation, has persisted until today. A startling number of the pools, parks, libraries, museums, and halls that are available to the public at large, bear familiar Jewish names, aside from the many institutions that are administered under Jewish agency auspices but are non-sectarian in character (such as the very new and splendid Maimonides Hospital for chronic ailments, which serves a specific community need). Even the more private support of the cultural institutions of the city by the Jews has been too frequent to escape public attention—the music critic of the *Chronicle* recently reported that he had been informed that about 40 per cent of the deficit of the San Francisco symphony orchestra is written off by three Jewish families.

THE fact is that the Jews in San Francisco have never been cast in the role of "intruder." This was historically impossible. There was no aristocracy in California in 1849. There was only a rag-tail gang of money-hungry pioneers, of heterogeneous origins, welded together into a "frontier brotherhood" community. As the "first families" became incrusted, they became incrusted necessarily in amalgam with the "first families" of the Jewish community.

The Jews aside, San Francisco has maintained a degree of tolerance for minority groups that has not obtained in other cities along the coast. (Notoriously: Los Angeles.) One is prompted to speculate on the reasons for this, not only partially to explain the relationship between San Francisco and its Jewish community, but also to explain something of the nature of the Jewish community itself.

San Francisco boomed in 1849 and it has not had a really serious boom since. It was built on California gold and Nevada silver, and settled down as a financial and commercial center. It has never changed its basic character. The recent great industrial eruptions in the West—with their accompanying invasions of "barbarian hordes" from the East and the Midwest and the South, and their extensions of eastern power and influence—which have boomed and burst cities like Los Angeles and Oakland, in the main by-passed San Francisco, and were reflected only in its increased prosperity as a financial center. Indeed, San Francisco is physically not capable of much expansion along industrial or population lines. It is a compact city, bounded on three sides by water, and on the other by a number of small communities jealous of their identity. It has been estimated that, just by virtue of physical limitations, San Francisco's top population would be around a million. As a matter of fact, the artificial surge in population which San Francisco experienced as a result of wartime activity has in large part already been dissipated. (At the end of the recent census, policemen and firemen were dispatched by frantic city officials to ring doorbells in an attempt to find untallied citizens and bring the census figure somewhere near the special 1945 figure. But, alas, almost a hundred thousand estimated people had flown the coop.

San Francisco is thus a middle-class, white-collar city. (It has the highest average per-



centage of office-building occupancy and the greatest telephone density in the country.) It is also a city whose top social and economic layers have remained fairly well preserved. As a result it has a conservative cast, with accompanying overtones of unblurred tradition and general *noblesse oblige*. (To be sure, it has also had a rather violent labor history—notably the general strike of 1934. But since San Francisco is not, like Detroit, a city of industries with a large industrial working class, its labor history has had surprisingly little effect upon the "tone" of living.)

All this has worked, of course, to preserve undisturbed the status of the Jew in the community. It has also worked to preserve the internal structure and character of the Jewish community itself. The Jewish population has increased, along with the general population, not by spectacular leaps, but by normal accretion. And the Jews attracted to San Francisco have generally been those who would not tend to disrupt the community's basic character. There have never been in San Francisco, for instance, the job opportunities that would encourage a mass influx of Eastern Europeans of the first generation. (The garment industry is small-sized with about an 8 per cent concentration of Jewish workers. There is no other Jewish "proletariat" to speak of.)

**T**HREE are many who claim, however, that the favorable position of the Jew in San Francisco is not just a derivative of the history and nature of the city, but also of the "historical position" and "astute leadership" of the old Jewish families who have maintained their identity and influence over several generations. This claim certainly has some truth. On the other hand, it is also true that out of this "historical position" and "astute leadership" by the older Jewish families there has developed a deep-rooted set of conflicts and a Jewish community on the verge of schism.

This schism is not so notable for its actual violence or disruptive effect, or for the number of people involved, as it is for its symptomatic quality and its implications for American Jewry in general. The history of the conflict is not just a petty scrap for power (which it sometimes has all the earmarks of being), or a local fight for "democracy," or an ideological dispute on this or that specific;

but it seems ultimately a reflection of sharp differences in approaching the fundamental problems of Jewish identity in America.

It is only recently that San Francisco has seen the dramatic enactment of this conflict. But there have long been people who felt privately or semi-privately that the Jewish community was "moribund," that Jewish life as such was "marginal," that the organs of Jewish expression in the city were muffled and misdirected, that Jewish community organizations were not representative, that leadership needed changing.

When these critics talk about the "leadership," they know exactly whom they mean: certain members of the old and influential families who have firmly held their rein on community organizational life, and particularly on such agencies as the Survey Committee which long served as the *de facto* public relations body for the Jewish community. But when they talk about "autocracy," they are not always clear as to exactly why, if the dissidents were in large number, no remedial action was ever effectively attempted. The explanations run variously that: the leadership was entrenched; the leadership had the money and the facilities; the atmosphere was "such as to smother" any creative activity; the body of the community was mired in a long tradition of uninterest in Jewish matters; they themselves had developed no effective leadership. Always, however, for a full explanation, it seemed necessary to add a mysterious ingredient, sometimes referred to as the San Francisco "x" factor. (Someone postulated that if a half dozen Jews of similar background, Jewish intensity, and ideology, were settled three in Los Angeles and three in San Francisco, they would be found to be very different groups in outlook and activity after five years.)

The fact is that it took nothing less than the catalysts of Hitler and the State of Israel to bring the latent elements to a boil.

**I**N 1943, when the extraordinary horrors of Nazi genocide in Eastern Europe reached a publicity peak, mass meetings were conducted everywhere in this country. In San Francisco, preliminary deliberations stretched over two months. A modest conference was at first suggested and it became clear that the "traditional leadership" as such was reluctant to sponsor a mass political meeting of an ob-



trusively Jewish nature that had no precedent in the city's history. A provisional committee was formed and a call was sent out for representatives. A reported fifty-three organizations responded. A prominent section of the traditional leadership, including the Survey Committee, refused to participate, personally or organizationally. On June 17, 1943, at the Civic Auditorium, more than ten thousand people packed the hall to hear Thomas Mann, Eddie Cantor, and others.

Shortly afterwards, two prominent Russian Jews, Solomon Michoels and Itzik Fef-fer (the latter has since been "liquidated"), were sent to this country by the Soviet Union, then our "stauch ally," to "bind up the American Jews into one anti-fascist bloc in common with the Russian Jews." They were received by public dignitaries and by Jewish communities at large meetings throughout the nation. Again, and with the Soviet stigma lending them added conviction, the "traditional leadership" declined to lend support to a mass San Francisco reception. Under the same sponsorship as the previous meeting, the Civic Auditorium was again filled to capacity on August 31, this time for the two Russians.

The impact of these successes, and the emergence of some earnest young men of leadership caliber, led to a round of discussions and conferences on the possibility of reconstituting organizational life in the community. A United Council was formed by the "new coalition" of organizations to provide some channel for "representative community expression." This left the community in deep breach. A number of dismayed individuals immediately pressed for a compromise between the two camps. Several of the United Council groups were thrown into turmoil and there ensued a brief period of labyrinthine political activity out of which the United Council emerged an abortion. One of their larger groups had seceded; conciliation was the apparent order of the day, the United Council was ditched, and the compromise Association of Jewish Organizations (AJO) was formed, in full convention, to include all the elements of the community.

But, lo and legerdemain, when the smoke cleared, the AJO was revealed as an organ of traditional policy and of traditional leadership, and the cries of "aristocracy" and "no representation" were undiminished in vigor.

There is a lot of political over-the-fencing about if and why and how the AJO is "undemocratic by constitution and intent." (Example: Should the Welfare Fund have representation, as it now does, for every one hundred twenty-five members, giving it a balance of power, although there is no voting constituency and the delegates are appointed "from the top"; if not, what about the people who would not otherwise be represented and, "Where would you get a hall big enough to hold a vote of the Fund membership anyway?")

And there is some question of how the "opposition," claiming to represent the "popular" sentiment, having been a coalition of fifty-three separate groups, and having pulled in audiences of ten thousand people at the occasion of their mass meetings, could not exercise enough control in open convention to scotch the "undemocratic" provisions of the AJO in the first place. Answers of "sinister influence," "inequality of leadership," discouragement at the demise of the United Council, probably must be supplemented by some consideration of the San Francisco "x" factor.

But the central fact was that against the first major attempt to unseat them, the Old Guard firmly maintained their role as the community leadership.

**I**N 1948 a picket line was set up in front of the British consulate to protest the British refusal to allow refugees to debark in Palestine. The Survey Committee promptly dispatched a letter of apology to the consulate, disavowing the demonstration. A representative of the irate picketers wrote a letter to the public press, disavowing the apology.

In the fall of 1949, several "Where Do You Stand" and "You Are Not in Exile" anti-Zionist advertisements were paid for by the American Council for Judaism and were run in the press. The Survey Committee tried to dissuade the Council from this step, offering to publish, in lieu of the ads, a brief statement of policy under the name of the Survey Committee. The Council, however, felt that their ads should run, which they did. The Survey Committee published its own statement, anyway, "in the interests of Jewish public relations in San Francisco." This statement embodied an attack on Ben Gurion and the late Daniel Frisch for remarks that



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they had made concerning the responsibilities of American Jews to Israel.

This incident again brought to a boil those people who felt that the Survey Committee was: (1) in effect, acting as the public voice for the entire community, (2) in this capacity misrepresenting the community to itself and to the world at large. (The Survey Committee calls itself "the duly organized and recognized agency for public relations in the community.")

Out of this latest occurrence, delegates from forty-odd organizations in the community elected a working committee of about a dozen to discuss again the problem of community organizational life. This committee is currently functioning, although not in what might be called a violently activist atmosphere. (Remember the "x" factor.) Recently, in support of its claim of being neutral in ideological questions, the Survey Committee made a balancing statement about the disruptive character of the Council ads, but this has not had any visible ameliorative effects.

**W**HATEVER the various merits or demerits of the contending parties in the present situation, partisan polemic should not be allowed to obscure the Jewish concern of the Old Guard. The leadership, as such, has an earnest sense of its patrician responsibilities to the Jewish community, in which it has great pride. It wears with firm dignity the mantle of authority that has been handed down and feels that, as against "outsiders" and "newcomers," it understands the traditions and peculiar necessities of the local scene.

To say, as many do, that its component members are fearful of anti-Semitism, is to say merely that they are Jews. To say that out of this fearfulness they would not be averse to a withering away of the Jewish community as such, is simply untrue: they have spent too much time, money, and sincerity on the preservation of that community. To say that they subscribe to the "craven" theory that "Jews out of sight are Jews out of mind" is untenable: they have not followed the logic of that pattern. The Bernsteins reported of the Richmond Jews (COMMENTARY, December 1949) that "they hardly ever ran for public office, and frowned on other Jews who did. They just didn't think a Jew should put himself forward." In San Francisco they do run for office, and they do

put themselves forward prominently as citizens of the city.

"The leadership," one of its spokesmen says (and rather piqued about having to say it), "has never acted out of fear or truckling. Quite on the contrary, it has always shown particular courage of conviction in following a line of thought . . ." That line of thought is really a kind of political philosophy for special groups in an American community: they should not unnecessarily duplicate civic functions, nor intrude on the community with their internal problems, nor, for their own sake, engage in public relations activities which will unnecessarily offend the general community.

Of course, the leadership's definition of "good public relations" has always been shaded by their general political complexion, which is naturally conservative and often strongly Republican. "Mass meetings and mass pressure," they insist, "can serve no useful function in San Francisco, and can only militate against the group that uses them."

The leadership points to its successful technique in handling anti-Semitic incidents as a blueprint for proper public relations behavior: "Once we have the facts, we contact the offender in man-to-man fashion—the American way. We explain the danger of prejudice, the unfairness of indicting a whole group, the harm it can do to a free American society."

Several years ago a local radio station was broadcasting the program of a well-known anti-Semite. There was a movement afoot to prevail on all the Jewish clients of the station to cancel their advertising. The Survey Committee quelled this movement, and instead called on the proprietor of the radio station who, after discussion, canceled the contract.

"I'm canceling this program," the station owner said, "because you came to me in a decent way and presented a decent argument. Had you moved in by threatening my business, I'd have fought you all the way."

When a bus driver used offensive language, the Committee called quietly on the personnel manager; when the temples were smeared with Columbian slogans, and the culprit's membership in a local church was traced by a private detective, they approached the priest; when a real estate concern acted out a discriminatory policy, they met with the owners in conferences lasting more than a



year before convincing them, in all logic, of the error of their way.

There can be no question but that this kind of diplomatic approach to anti-Semitism in-the-fact has worked effectively to date in San Francisco.

**A**s for the internal life of the Jewish community, the leadership thinks of it largely in institutional terms and is proud of its accomplishments. Certainly, in the general, there is no look of impoverishment. The orphans' home, equipped with cottages and "mothers," is a showpiece, generously endowed. The residence home for Jewish working girls is complete with all the extra-curricular facilities that might be desired. There is a home for the aged that is described as a "veritable hotel." The Community Center is huge, thriving, and unstintingly equipped.

Critics (some of whom grew up in the East) certainly have no quarrel with these activities so far as they go—but they don't think they go far enough. They feel that the leadership (and community thinking) has been too exclusively concerned with considerations of a public relations policy, on the one hand, and of a welfare community on the other. They feel that there has been too much "local Jewish community" in the thinking and not enough Judaism. They feel that the leadership has dispatched its responsibilities as far as it's seen them, but that it has a minimal concept of a Jewish community life. Finally, many of them believe that this minimal concept, no matter how sumptuously attended, will inevitably lead to the self-annihilation of the Jewish community.

These critics point to the disparity between the tremendous sums that are generally spent on philanthropic projects and the almost negligible amounts that are allotted to such projects as Jewish education. They also deplore the paucity of activity directed towards underlining the historical mission of Judaism and the historic-mystical ties that bind Jewry to Jewry everywhere.

What they are in fact pointing up and objecting to and being frightened by, is the apparent trend of a large (and the particularly "San Franciscan") section of the community, and its leadership, to slip away from the traditional moorings of Jewish life, to loosen its Jewish roots, and in the process eventually to blur and devitalize Judaism itself.

This kind of trend, insofar as it is a by-product of Americanization, has its evidences all over the country, but nowhere else does it involve such a large portion of the Jewish population or have such a dominating influence. Nowhere has it had such a fertile field to develop in its "laboratory" form. Nowhere has it kept such clearly defined lines or been less obscured by "recent generation" leavening. Indeed, such leavening has served, more than anything else in recent years, to point up "the trend."

**I**n defining the various segments of the Jewish community, the synagogues serve as the most convenient and the most accurate (though always approximate) focuses. Temples Emanu-El and Sherith Israel have the largest congregations in the city, a combined total of about twenty-five hundred members. They are the Reform temples, and both had their origins in the pioneer year of 1849. (There is some disagreement about which was first.)

In these congregations all the lay leaders and the famed "leadership" of the community are found (when they can be found in any congregation). Temple Emanu-El has the preponderant number of first-family and wealthy-family names in the community. Its social character has remained more stable, having acquired less of the foreign (to San Francisco) element, and fewer of the "nouveaux." Symptomatically, almost all of the local members of the American Council for Judaism are affiliated with Emanu-El, almost none with Sherith Israel. One rabbi has said: "Just as America will be the last citadel of capitalism, so Temple Emanu-El will be the last citadel of the kind of thing that Isaac M. Wise and Elka Cohen and Voorsanger stood for."

In general, the diminution of ceremonial intensity in religious life that has characterized the Jew (and the Christian) in America, is particularly noticeable in San Francisco. And there has been a general (not official) stretching of the Reform philosophy at its most radical points. Some of the city's religious leaders feel that many of those who have maintained their affiliations with the temple could very well be happy in a church of different proportions. A church that would be named, say, the American Mosaic (or Monotheistic) church where people who



believed in Moses' One God could convene to make their simple devotions, renew their faith in the moral tone of life, and where their children could attend Sunday school.

"Sunday school" is, indeed, a problem. Parents who have lived apart from any formal religious affiliation all their adult life (and, of course, in San Francisco, in a "mixed" neighborhood) are suddenly faced with growing children who desire to attend the neighborhood Sunday school (Baptist or whatever) along with the other children. Parents are continually approaching their rabbi with this problem, and even where long traveling distances are involved, are anxious to have their children receive a Jewish Sunday school education. An interest in the drama of religion inevitably captures some of the children, and there is the recurrent spectacle of children demanding of flabbergasted parents that candles be lit on Friday night.

Culturally, this segment of the population has lost its basic contact with the historical language and literature of Judaism. Hebrew education is barely existent. And the European accent is, of course, completely gone. One of the more prominent members of the community tells this story: At a private affair he was attending in Los Angeles, a number of men around the table burst into strange song. "What in the world are they singing?" he asked. He was astonished to hear that they were singing Yiddish songs. That sort of thing, he said (by way of describing the temper of the city) could never have happened in San Francisco, or at least in that large part with which he was acquainted. It says a great deal that shortly after the American Council for Judaism was formed in 1943, fourteen hundred of its twenty-five hundred national members were San Franciscans. (The local membership has dwindled since.)

The rate of intermarriage is probably greater in San Francisco than any place else in the country. This is an inevitable result of the relative freedom of social movement. One old-timer named, offhand, children of five rabbis who have intermarried in the past. It is only necessary to read the social pages of the press over the months to get a comparative index. However, it is widely believed that intermarriage has passed its peak, and that the rate will not appreciably increase.

THE really significant fact about all these various aspects of Jewish life in San Francisco is by and large the naturalness and matter-of-factness of their development. They are not marked by evidences of self-hatred, Jewish anti-Semitism, fear, hysteria, or other minority neuroses. This is emphasized rather than confuted by the few cases of individuals in the community who follow the more obvious and self-betraying pattern of overvehement and over-emotional "150 per cent Americanism." It is the normal temper of San Francisco's old-line Jews, however deviant their behavior from old Jewish patterns, to accept their Jewishness, their deviations, and their Americanism as matters of course, without conscious design, without a special sense of urgency, without schizoid complications. This is underlined by the way they go about their business, by the way they go about engaging in civic affairs, by the way they conduct their social affairs, by the way they talk about their Jewishness. However it may be elsewhere, and whatever its implications for Judaism, it is necessary to recognize that in San Francisco, by and large, the features of the Jewish community are those of an adjusted Jewry, not of a mal-adjusted Jewry full of jitters and tensions. To many, this "adjustment" threatens much that lies near to the heart of traditional Judaism. And there is a real problem here—the problem of best integrating the old into the new. Perhaps San Francisco does not represent the ideal integration. But who, in the glass houses of other American Jewish communities, will cast the first stone?

And it is worth remembering that so far as it concerns the majority of San Francisco's older Jewish families, the most remarkable fact of San Francisco is not the vanishing (or shrinking) Jew, but on the contrary, the insistent Jew—the Jew who insists on being a San Francisco Jew despite the historical distance (and geographical distance) from his ethnic origins, the thorough Americanization, the complete lack of ghettoization, the social mobility, the freedom of wealth, the mutations in religious thought, and the relative isolation and absence of pressures.

There are a few sensational pioneer family names that have lost their Jewish identity entirely, but they are not significant either in number or in the indication of any permanent trend. The pattern has been rather that



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parents, no matter how amorphous their own religious conceptions, or how distant their connections, have invariably sent their children to a Jewish Sunday school, helping them to obtain a sense, however vague, of their Jewish heritage. Families that are intermarried have, much more often than not, continued their active identification with and participation in the Jewish community. Even those who have disaffiliated, formally or effectively, from religious congregations, or are strictly "High Holiday men," insist vehemently on their Jewish identity and engage in the active leadership of the Jewish community.

This may seem strange in an area where the sentiment is strong that "Jews are members of a religion and nothing more." But one man said: "Of course I'm a Jew. I'm a Jew by religion. Is a Jew not religious because he doesn't go to temple every Friday night?" There is an overwhelming emphasis on the ethical texture, which men like this feel is unique to, and inherent in, the Jewish religion: *rachmones* or a deep-felt (not just formal or ideological) compassion for fellow men. This, along with a personal devotion to One God, they feel, is the essence of the Jewish religion, and they know they are Jews because they feel it and live by it and believe in it. It is on this level that they explain emotional generosity and philanthropies and the liberal activities so often out of character with a politically conservative cast.

It is not generally accepted in these quarters that Judaism is "religion, plus . . ." as it has sometimes been defined, that the American Jew has more of a historical identity as Jew than as American. Yet on the occasion of Israel's fight for independence and its constitution as a nation, many of San Francisco's anti-Zionists were profoundly affected, and the tone of the whole community shifted perceptibly. "What happened there," one of the old stalwarts of the American Council for Judaism said, "must affect the feelings of Jews everywhere."

Other Jews were stirred by roots they never thought they had. As a matter of fact there has been recently in the "integrated circles" an intensification of religious life, as there has been in the rest of the country. This has been reflected in temple attendance and activity. And of the recently installed rabbi at Temple Emanu-El, one of the Con-

servative-Orthodox rabbis in town said: "He is, if anything, a more intense Jew than I am."

THE religious structure of the Jewish community has in the past reflected the Americanized tendencies of the leadership of the older families, and the Reform temples are the most important. But there are also two fair-sized Conservative congregations in town—one of which can still understand an address in Yiddish—and a scattering of Orthodoxy. Influenced by the same historical circumstances as the older settlers, but on a smaller scale, these people generally consider themselves integrated civically and socially into San Francisco. There is little evidence of intermarriage in their ranks, but there is a tendency for them, with the accumulation of time of residence, position, and influence, to move over to Sherith Israel, the next step on the ladder to Emanu-El. And some of those who maintain their affiliation elsewhere have liked to send their children to temple Sunday school so that, as one rabbi said, "little Sarah might grow up with and catch the eye of some little San Francisco scion."

There is, community-wide, a relatively small synagogue attendance and—compared with other large cities—a relatively light preoccupation with Jewish affairs at large. (Although, again in pattern, the Welfare Fund in San Francisco has had the reputation of having a higher percentage of contributors in relation to the population than any city but Boston. In recent years, however, a number of the more wealthy donors have withheld their contributions because they felt that too much of it was going to Israel. Last year the local president of the Fund estimated that a quarter of a million dollars had been lost among large donors because of an "undercurrent of ideological differences." This tendency is diminishing.)

One member of the community seriously offered as a partial explanation of the generally limited amount of synagogue activity the fact that San Francisco had such fine weather that people weren't so disposed to go to meetings or services. But considering the climate of Palestine, or at the very least Los Angeles, it would seem that the predisposition to apathy (after all, the San Francisco "x" factor) owes less to the temperature of the air than to the tone of the community.



## COMMENTARY

The vocal critics of the present leadership of San Francisco's Jewish community are centered mainly around several hundred people who feel strongly about traditional Judaism and world Jewish affairs. They aren't interested in excommunicating those whose personal Judaism has taken a different turn ("They are mostly good men. They have done fine things here. But because of their background they are out of step with Jewish life. A Jewish community cannot flourish without its traditions, its historical and cultural references . . .") so much as they are interested in making their own influence felt, sponsoring activity along more traditionally religious and more Zionist lines. They feel that a different leadership would give a different, "more specifically Jewish," complexion to the community, and this is what they hope to achieve.

The "Old Guard," for its part, is not anxious to relinquish any more of the office of leadership than it has to. It believes that it is properly restraining these newer elements whose activities might be alien to the traditions of the city and deteriorative of the good public relations they have so meticulously set up. Although they are not so articulate about their own conceptions of Judaism, it is clear that they feel that it is not they who are "out of step" but their critics, who fail to recognize that Jewish life must mean something different to third-generation American Jews from what it did to their ancestors cooped up in the ghettos of Europe and rejected by the world.

"Majority" is cried on both sides but there has been no counting of noses. (In any case, most of the noses of the community wouldn't be twiching excitedly in any direction.) At this point, "unity of expression" does not seem possible or, by any democratic standards, desirable. There is some sentiment in the committee that is sporadically working on the problem to set up a parallel body to the Survey Committee that can, whenever necessary, sponsor programs or make statements

that will reflect an independent viewpoint on specific Jewish matters. It does not seem that, under the circumstances, such a body would seriously give aid to anti-Semitism in the city—if indeed that is a valid consideration at all—or that, on the other hand, it would seriously change the basic character of the local community.

W~~A~~HATEVER happens on that level, it seems that in certain areas the disputants are becoming more amenable to cooperation. In 1948 the AJO held a meeting to greet Reuven Dafni, West Coast consul of Israel, and everybody came. Dafni wrote a letter to the AJO stating that he was gratified in the understanding that it was the "first time" that all the elements of San Francisco had so gathered. Recently all the groups have been working cooperatively in opposition to the Mundt-Nixon bill.

A prominent "both camps" man in town said: "Give us five or ten years more and all this bickering will have been reconciled." He is probably over-optimistic, but the gap in general is not so great as it was ten years ago. San Francisco is less isolated. No matter how neat its own back yard may be, it is no longer so easy as it once was to ignore the untidiness of the outside world, or to resist its pressures. The younger generation, in all classes, has teetoned on Hitler and Israel and modern war. It is less certain of the righteousness of the *status quo*; it is more perplexed about things in general, and more consciously interested in its Jewishness in particular, than were its fathers and grandfathers.

The over-all character of San Francisco's community seems to be in for some "pendulum" change, however slight and however temporary. But come what may, the bulk of the Jews of San Francisco, neither vanished nor concerned with themselves as laboratory specimens, will merely thank the Lord that in whatever fashion they find it necessary to practice their Judaism, they are doing it in San Francisco.



## WHO IS MARCEL HIRSCH?

by Sylvia Stone

A few days ago in San Francisco I met a young American Jewish Committee member from a neighboring community. He pulled out an invitation to this affair and said, "Who is the Marcel Hirsch they are honoring?"

"A good question," I said. "I think I'll ask a few people who knew him during the sixty years he gave of himself to Jewish and community causes.

"Who is Marcel Hirsch?" I asked Walter Haas, Sr. "He is a psychiatrist," he answered. "During the years I was president of the San Francisco Jewish Welfare Federation, they called Marcel campaign chairman. But to me he was a great psychiatrist because he saved my sanity. When the lady executive and the volunteers were having hysterics in the office, Marcel said, "Have your tantrums at home. Here we make history, not hysterics."

And they did make history with the largest fund raising ever accomplished in the Jewish community. Money talks, and in 1945 it said, "Good work, Marcel."

"Who is Marcel Hirsch?" I asked Jack Lipman, a recent president of the Concordia-Argonaut Club.

"He is Mr. Concordia," answered Jack. "It isn't only that the merger of the Concordia and Argonaut Clubs took place after Marcel and Stanley Sinton decided it over a few drinks at Lake Tahoe. It isn't only that Marcel was president of the club for twelve years where it was said that he worked harder than the manager. He could be seen counting the chops and weighing the steaks at 7 a.m. But he has been the inspiration for presidents ever since, and Marcel is known as P. S. Number One. Not the public school, but problem-solver number one."

"Who is Marcel Hirsch?" I asked Dr. George Selleck, official of the very exclusive Food and Wine Society at the prestigious French Club.

"He is a gourmet. He is a perfectionist. Just as he gives the best of his mind and spirit to the American Jewish Committee, he gives the best of his cellar and pantry to his guests, and the best that Marcel gives is the best there is."

And then I talked to Sam Jacobs, former chairman of the San Francisco chapter of the American Jewish Committee. "Who is Marcel Hirsch?" this famous punster repeated. "He is the great coiner of expressions. He was so active in raising money that the slogan became 'Give until it Hirsch.' Whenever he worked he created waves. In fact, he was known as the original 'Marcel Wave.'"

By this time it had gotten around that I was asking, "Who is Marcel Hirsch?"



His devoted wife, Ruth, called to say, "He's a wonderful husband."

"He's a great father," said daughters Susan Euphrat and Mary Ann Klapper.

"He's a real San Franciscan, a native that has worked to keep his city not only romantic but progressive," said former mayor Elmer Robinson and city official Bob Dolin--long-time friends and admirers.

To all the people he knew who have been in hospitals or sick at home, Marcel is the spirit of the Red Cross, the Blue Cross, and Red Riding Hood. He does what the rest of us mean to do.

He's fifty people rolled into one. Tired of sounding like an owl at saying who, I asked Marcel why. "I like helping people," he answered. It's that simple for Marcel Hirsch.

He's been my friend for fifty years and I salute him tonight, the winner of the American Jewish Committee's Human Relations Award.

Asilomar  
1976



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Eleanor K. Glaser

Raised and educated in the Middle West. During World War II, spent two years in the U.S. Marine Corps Women's Reserve.

Senior year of college was taken in New Zealand, consequently A.B. degree in sociology from University of Michigan was granted in absentia. Study in New Zealand was followed by a year in Sydney, Australia, working for Caltex Oil Company.

Work experience includes such non-profit organizations as Community Service Society, New York City; National Society for Crippled Children and Adults and National Congress of Parents and Teachers in Chicago.

After moving to California in 1966, joined the staff of a local weekly newspaper, did volunteer publicity for the Judah Magnes Museum and the Moraga Historical Society, and was the Bay Area correspondent for a national weekly newspaper. Also served as a history docent for the Oakland Museum.

Additional travel includes Great Britain, Europe, Israel, Mexico, and the Far East.









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